

UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF NEW YORK

IN RE: ROCK 'N PLAY SLEEPER
MARKETING, SALES PRACTICES, AND
PRODUCTS LIABILITY LITIGATION

MDL No. 1:19-md-02903

This Document Relates to: ALL CASES

Hon. Geoffrey W. Crawford

EXPERT REPORT OF DR. RAN KIVETZ

CONFIDENTIAL

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ASSIGNMENT AND QUALIFICATIONS

1. My name is Dr. Ran Kivetz. I have been asked by counsel for Defendants Fisher-Price, Inc. and Mattel, Inc. (hereinafter, “Fisher-Price” or “Defendants”) to: (i) evaluate whether the misrepresentations and omissions alleged by the Plaintiffs pertaining to sleep¹ (hereinafter, the alleged “sleep-related” misrepresentations and omission) were common causal factors driving the decisions to purchase the disputed Fisher-Price products across the putative class;² (ii) evaluate whether the putative class members were likely to commonly rely on the challenged products’ packaging (or the challenged advertising from the manufacturer, such as claims on its website and those of distributors) to get information before purchasing a baby product such as the disputed Fisher-Price products;³ and (iii) evaluate the June 23, 2011 summary of what appears to be marketing research conducted by Fisher-Price⁴ (hereinafter, the “2011 Research”). As part of my work in this case, I conducted a consumer survey to determine whether the alleged “sleep-related” misrepresentations and omission have a common, material effect on the putative class members’ purchase decisions. I have personal knowledge of the matters set forth in this report and, if called to testify at a hearing or trial in this matter, would so state.

2. I am the Philip H. Geier, Jr., Professor of Marketing at Columbia University Business School. A copy of my curriculum vitae, which includes a complete list of my publications, is attached as Exhibit A.

3. I earned a Ph.D. in Business from Stanford University, Graduate School of Business; a Master’s degree in Psychology from the Stanford University Psychology

¹ *Consolidated Amended Complaint* in the case *In re Rock ‘N Play Sleeper Marketing, Sales Practices, and Products Liability Litigation* (hereinafter, “*Complaint*”); see, e.g., ¶¶ 1 – 2, 185, & 190 – 191. See also *Memorandum of Law in Support of Plaintiffs’ Motion for Class Certification* (hereinafter, “*Class Certification Motion*”); see, e.g., pp. 1 – 2 & 7 – 8.

² See, e.g., *Complaint*, ¶¶ 190 – 195, 340, & 345. See also *Class Certification Motion*, pp. 9 – 10.

³ My understanding is that all models of the Fisher-Price Rock ‘n Play Sleepers are accused in this litigation. See, e.g., *Complaint*, ¶¶ 1 & 51 – 52; see also ¶¶ 71 – 75. See also *Class Certification Motion*, pp. 18 – 19.

⁴ Entitled “Rock n’ [sic] Play Sleeper New Positioning”; see FSH0004127.

Department; and a Bachelor's degree from Tel Aviv University with majors in Economics and Psychology.

4. My field of expertise encompasses consumer psychology and behavior; survey methods; marketing management; behavioral economics; human judgment, perception, and decision making; consumer and sales incentives; advertising; and branding. Most of my research has focused on buyers' purchase behavior; survey design; and the effect of product characteristics (*e.g.*, brand, features, quality, price), the competitive context, and marketing activities (*e.g.*, promotions, incentives, loyalty programs, advertising, branding) on purchase decisions and perceptions.

5. I have received multiple research awards and nominations, including: (i) the "*Ferber Award*" from the Association for Consumer Research, which is the largest association of consumer researchers in the world; (ii) the "*Best Competitive Paper Award*" from the Society of Consumer Psychology, which is the premier association of consumer psychologists in the world; (iii) the "*Early Contribution Award*" from the Society of Consumer Psychology; (iv) five finalist nominations, for the 2016, 2011, 2009, 2007, and 2005 "*O'Dell Award*," given to the *Journal of Marketing Research* (the major journal on marketing research issues) article that has had the greatest impact on the marketing field in the previous five years; (v) two finalist nominations for the 2007 and the 2005 "*Green Award*," given to the *Journal of Marketing Research* article published in the prior year that "demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing"; (vi) three finalist nominations for the awards for the "*Best Article*" published in the *Journal of Consumer Research* between 2002 and 2005, between 2006 and 2009, and between 2011 and 2014; (vii) having my research selected by *The New York Times* in its *Annual Year in Ideas* as one of the "Best Ideas in 2006"; (viii) being rated as the third most prolific scholar in the leading

marketing journals during 1982 – 2006;⁵ and (ix) being ranked by the American Marketing Association as one of the Top 50 most productive scholars in the premier marketing journals during 2009 – 2013 and during 2010 – 2014.

6. At Columbia University, I have taught MBA and Executive MBA courses on Marketing Strategy and Management, Customer Centricity and Innovation, High-Technology Marketing and Entrepreneurship, and Marketing of a Nation, covering such topics as developing marketing strategies, buyer behavior, customer segmentation, customer acquisition and retention, competitive strategies, branding, pricing, advertising, sales promotions, and behavioral economics. In addition to teaching MBA and Executive MBA courses, I have guided and supervised numerous MBA student teams in their work on company and industry projects dealing with a variety of markets. I also have taught in various executive education programs, including programs for senior executives, programs for marketing managers in high-technology companies, programs for marketing managers in pharmaceuticals, programs in entrepreneurship, programs on marketing and innovation, and programs on customer centricity.

7. I have taught several doctoral courses at Columbia University. One doctoral course, titled “Bridging Behavioral Economics and Marketing Science,” examines human judgment and decision making and its application to marketing science. The course focuses on understanding, predicting, and quantitatively modeling (including by employing conjoint analysis models) different phenomena and biases in judgment and decision making. A second doctoral course deals with consumer behavior, covering such topics as the processes underlying choices and judgments, and their influence on purchase decisions, attitudes, and persuasion. Both of these courses focus on modeling the various stages involved in a research project, including defining the problem to be

⁵ Seggie, Steven H. and David A. Griffith (2009), “What Does It Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals,” *Journal of Marketing*, 73(1), 122 – 132.

investigated, selecting and developing the research approach, data collection and analysis, and deriving conclusions. I have guided and supervised numerous Ph.D. students in their research. I have also served as the advisor for multiple Ph.D. students who are or were professors at such institutions as University of Chicago Booth School of Business, Harvard Business School, National University of Singapore (NUS), Tsinghua University, and The Wharton School at the University of Pennsylvania.

8. I have conducted, supervised, and evaluated well over 1,000 marketing research surveys, including many related to consumer behavior and decision making, likelihood of confusion, sales promotions, marketing strategies, branding, trademark, and advertising-related issues.

9. I serve on three editorial boards and as a frequent reviewer, including for leading journals in our field, such as the *Journal of Marketing Research*. I have served as a Guest Editor for the *Journal of Marketing Research* and as a Guest Associate Editor for *Marketing Science* and *Management Science*. I have served on the editorial board of, and received the “*Outstanding Reviewer Award*” from, the *Journal of Consumer Research*. I have also served on the editorial boards of the *Journal of Consumer Psychology* and the *International Journal of Research in Marketing*. I am a frequent reviewer of articles submitted to journals in other fields, such as psychology, decision making, and economics. As a reviewer, I am asked to evaluate the research of scholars wishing to publish their articles in leading scholarly journals.

10. I have worked as a consultant for companies and organizations on a variety of topics, including strategy, marketing, consumer behavior and perception, promotions, branding, advertising, and incentives. Additionally, I have served as an expert in litigation and adversarial proceedings, including in front of the National Advertising Division of the Council of Better Business Bureaus (“NAD”), involving various marketing and buyer behavior issues, false advertising, market surveys, patent infringement, trademark and trade dress related matters, branding, retailing, promotions,

and other areas. I have also been invited to present at the annual NAD Law Conference, and I have served as an expert witness for the Federal Trade Commission.

11. A list of cases in which I provided sworn testimony at trial and/or by deposition during the past four years is included in Exhibit B. I am being compensated in this matter at a rate of \$850 an hour. My compensation does not depend in any way on my opinion or the outcome of this matter.

12. My analyses are based on, inter alia, the brands, products, packaging, advertising, and websites relevant to the baby products market; existing scientific research and treatises regarding survey design, consumer behavior, and decision making; general principles of marketing and psychology; industry research; market research conducted on behalf of Fisher-Price; deposition testimony; and the consumer survey that I conducted in this litigation. In conducting my analysis, I, or support staff at my direction, reviewed certain documents, including, but not limited to, documents that were made available to me in connection with the preparation of this *Expert Report*. Those documents are referenced herein and/or listed in Exhibit C. I also visited several brick-and-mortar stores that sell baby products, including Fisher-Price products, and I held a conference call with Ms. Sarah Ford, Senior Marketing Manager at Fisher-Price.

13. Any, and all, of the opinions expressed herein are held to a reasonable degree of professional certainty. The information on which I relied consists of the type of information that is reasonably relied upon in my field of expertise.

B. INTRODUCTION AND SUMMARY OF CONCLUSIONS

14. The Plaintiffs allege that the disputed Fisher-Price products' packaging and advertising contain alleged misrepresentations and omissions pertaining to sleep. According to the Plaintiffs, these alleged misrepresentations and omissions commonly

misled the putative class members into buying, and paying a higher price for, the disputed products.⁶ In their *Complaint*, for example, the Plaintiffs state:⁷

Defendants’ deceptive marketing of the product as a “Sleeper” that is safe for infant sleep, including overnight or prolonged sleep, is material to consumers’ decisions to purchase and/or own the product, because it causes consumers to reasonably believe the product is safe. Defendants should not have marketed the product as a “Sleeper” suitable for infant sleep, including prolonged or overnight sleep.

Similarly, the Plaintiffs claim in their *Class Certification Motion*:⁸

Here, there is little question that the Defendants’ misrepresentation of the RNPS as a “sleeper” and being “safe” for infant sleep would be material to reasonable consumers [...].

15. Thus, a key question in this litigation is whether the alleged “sleep-related” misrepresentations and omission were a common and material factor in consumers’ purchase decisions. Accordingly, I examined three related questions: (i) What is the effect of the alleged “sleep-related” misrepresentations and omission on consumers’ purchase intentions or likelihood of buying the disputed Fisher-Price products? (ii) What are the reasons and motivations driving consumers’ intentions to purchase the disputed products? and (iii) Before buying a baby product like the disputed Fisher-Price products, from what sources, if any, do consumers try to get information about such products?

16. To address these questions, I designed and conducted an empirical consumer survey following well-established survey standards. The results of this survey indicate that the alleged “sleep-related” misrepresentations and omission would *not* have commonly affected putative class members’ purchase decisions. More specifically: (i) the alleged “sleep-related” misrepresentations and omission would *not* have materially increased putative class members’ likelihood of purchasing the disputed Fisher-Price products; (ii) the putative class members purchased the disputed products for a variety of reasons *unrelated to* sleep, with considerable heterogeneity (differences) arising across consumers; and (iii) the putative class members would have considered a variety of

⁶ See, e.g., *Complaint*, ¶¶ 185 & 190 – 191.

⁷ *Id.*, ¶ 190.

⁸ *Class Certification Motion*, p. 30.

information sources before purchasing a baby product such as the disputed Fisher-Price products, with considerable heterogeneity arising across consumers.

17. My survey's results are consistent with academic literature, industry research, and deposition testimony in this litigation, which indicate a lack of commonality in: (i) the putative class members' motivations to purchase the disputed products; and (ii) the amount and type of information sources (including beyond the package or manufacturer) that the putative class members would have searched for prior to making a purchase decision in the product category.

18. Finally, I reviewed and analyzed a document entitled "Rock n' [sic] Play Sleeper New Positioning," dated June 23, 2011 (hereinafter, "the 2011 Research Summary"), which is cited in the Plaintiffs' *Class Certification Motion* and which appears to be a summary of marketing research conducted by Fisher-Price around that time (hereinafter, "the 2011 Research").⁹ My analysis indicates that:

[REDACTED]

19. I next describe the empirical consumer survey that I conducted in this litigation.

C. SURVEY METHODOLOGY

C.1. Overview

20. Following well-established survey standards, I designed and conducted an Internet survey to investigate consumers' purchase decisions. The use of Internet survey instruments and panels is a well-accepted and standard survey procedure.

⁹ See *id.*, pp. 6 & 10.

21. The survey used a nationwide sample to represent the putative “Nationwide Purchaser Class,” which the Plaintiffs define as:¹⁰

- All persons, other than Mattel, Inc. and Fisher-Price, Inc., and their employees, who purchased any model of Fisher-Price Rock ‘n Play Sleeper in the United States from October 1, 2009 until the date of notice

22. Additionally, the Plaintiffs seek to certify the following 12 Statewide Classes:¹¹

- All persons, other than Mattel, Inc. and Fisher-Price, Inc., and their employees, who purchased any model of Fisher-Price Rock ‘n Play Sleeper in [each state set forth herein] from October 1, 2009 until the date of notice. These states are as follows: the “New York Class,” the “Arizona Class,” the “Arkansas Class,” the “California Class,” the “Colorado Class,” the “Florida Class,” the “Iowa Class,” the “New Jersey Class,” the “Pennsylvania Class,” the “Tennessee Class,” the “Texas Class,” and the “Washington Class” (each a “Statewide Class” and, collectively, the “Statewide Classes”)

23. My nationwide consumer survey also allows me to analyze the responses from the subset of consumers who currently reside in one of the aforementioned 12 states (hereinafter, “the 12 states”).

24. The survey tested the Fisher-Price My Little Snugapuppy Deluxe Rock ‘n Play Sleeper product.¹²

25. I employed a standard (cause-effect) experimental methodology that has been used in countless consumer research studies, including in many of the hundreds of academic and consulting studies that I have conducted. Such an experiment allows measuring the purchase likelihood of a disputed product among “test group” participants, who are shown a Fisher-Price package that contains the alleged “sleep-related” misrepresentations and omission, compared to “control group” participants, who are

¹⁰ *Id.*, p. 19. See also *Complaint*, ¶ 244 (“All persons who purchased or owned any model of Fisher-Price Rock ‘n Play Sleeper from 2009 to the present.”).

¹¹ *Class Certification Motion*, p. 19. Note that the Plaintiffs had previously sought to certify 17 State Classes; *Complaint*, ¶¶ 245 – 262.

¹² FSHR0011818.pdf. See also *Complaint*, ¶ 185, Figure 6. I understand that the My Little Snugapuppy Deluxe Rock ‘n Play Sleeper product was among the top 3 best-selling models in the U.S. (2009 – 2019); see FSHR0012772.

shown a corresponding Fisher-Price package in which the alleged “sleep-related” misrepresentations and omission have been removed.

26. The survey was conducted with 709 participants across the U.S. (*i.e.*, 357 “test” participants and 352 “control” participants) representing the relevant consumer population.

27. The 357 participants who were randomly assigned to the “test” group (or condition) viewed a package of the disputed Fisher-Price product that was identical to the Fisher-Price My Little Snugapuppy Deluxe Rock ‘n Play Sleeper package (sold in the actual marketplace) that contained the alleged “sleep-related” misrepresentations and omission.

28. In contrast, the 352 participants who were randomly assigned to the “control” group (or condition) viewed a revised package of the Fisher-Price product. This control package was identical to the test package except that the control package did *not* contain the alleged “sleep-related” misrepresentations and sleep imagery (*e.g.*, a sleeping baby image), and included a statement that the product is not intended for sleeping (*see* Subsection C.4 for a detailed discussion of the control stimulus).

29. The test and control Fisher-Price product packages were identical in all other aspects. Figures 1a, 1b, and 1c below depict front, back, and side panels of the “test” (*i.e.*, allegedly deceptive) product package, respectively, when viewed as a three-dimensional, 360-degree image (*see* Exhibit F.1 for screenshots of all six panels). Figures 2a, 2b, and 2c below depict the corresponding front, back, and side panels of the “control” product package, respectively (*see* Exhibit F.2 for screenshots of all six panels). Exhibits G.1 and G.2 show the “package flats” used to create the 360-degree image of the original (test) package and the revised (control) package, respectively. The survey’s test and control conditions were identical in all other aspects, including the survey’s procedure and questions.

Figure 1a: Screenshot of the Front Panel of the “Test” (i.e., Allegedly Deceptive and Unaltered) Fisher-Price Product Package



Figure 1b: Screenshot of the Back Panel of the “Test” (i.e., Allegedly Deceptive and Unaltered) Fisher-Price Product Package



Figure 1c: Screenshot of the Side Panel of the “Test” (i.e., Allegedly Deceptive and Unaltered) Fisher-Price Product Package



Figure 2a: Screenshot of the Front Panel of the “Control” (i.e., Revised) Fisher-Price Product Package

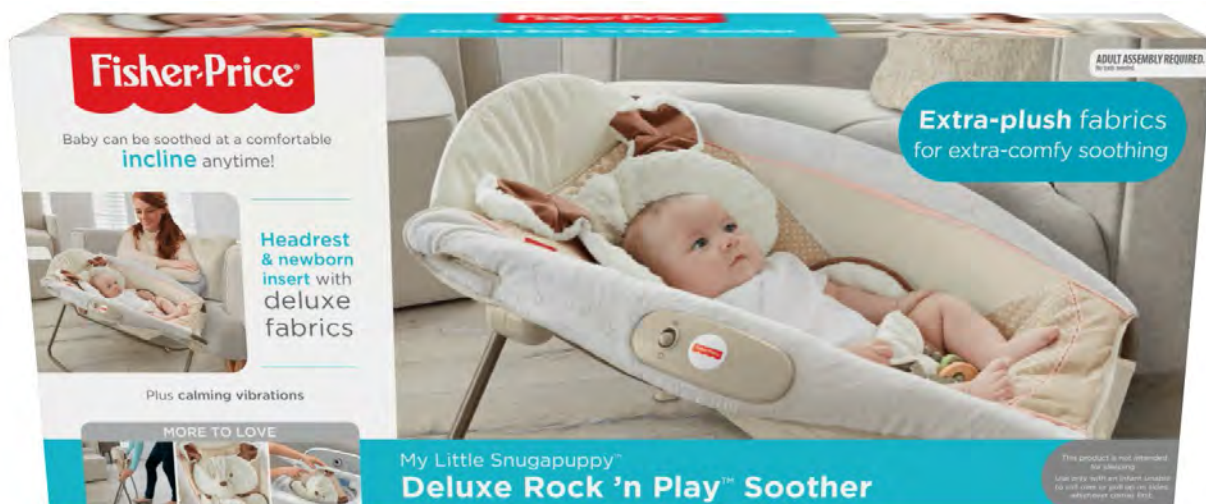


Figure 2b: Screenshot of the Back Panel of the “Control” (i.e., Revised) Fisher-Price Product Package



Figure 2c: Screenshot of the Side Panel of the “Control” (i.e., Revised) Fisher-Price Product Package



30. Qualified participants were males or females who, among other standard criteria: (i) were 18 years of age or older; (ii) expected to personally purchase, during the next six months, baby products for a baby who is, or will be, zero to three months old; and (iii) expected to personally purchase, during the next six months, a baby product to put a

baby to lay, sit, sleep, be soothed, or play in (for a baby who is, or will be, zero to three months old). The survey was conducted with a total of 709 participants across the U.S.¹³

31. The survey was designed and conducted based on scientific methodologies that are relied upon in this field of expertise and according to well-established survey standards, including, but not limited to, the following seven factors listed in the *Manual for Complex Litigation*:¹⁴

- (i) the population was properly chosen and defined;
- (ii) the sample chosen was representative of that population;
- (iii) the data gathered were accurately reported;
- (iv) the data were analyzed in accordance with accepted statistical principles;
- (v) the questions asked were clear and non-leading;
- (vi) the survey was conducted by qualified persons following proper interview procedures; and
- (vii) the process was conducted so as to ensure objectivity.

¹³ A sample of over 700 participants (approximately 350 participants in the test group and 350 participants in the control group) is sufficiently large to adequately represent the relevant consumer universe. Furthermore, such a sample size is sufficiently large to detect differences, if any, between the test and control groups' responses. Typically, for a survey conducted for purposes of litigation, an expert should make sure that in each condition (test and control) there are at least 150 respondents. The criterion for judging the adequacy of a sample size is the *confidence interval* of the sample's estimate (e.g., the CI of the percentage of customers who provide a particular response). The 95% confidence interval of a percentage of consumers (e.g., who have a particular purchase likelihood) based on a sample of respondents means that there is a 95% likelihood that the actual percentage of consumers in the entire population who have the same purchase likelihood lies within that confidence interval. As Professors Kaye and Freedman write: "For a given confidence level, a narrower interval indicates a more precise estimate"; Kaye, David H. and David A. Freedman (2000), *Reference Guide on Statistics*, in *Reference Manual on Scientific Evidence*, Federal Judicial Center, p. 119). The confidence interval is narrower when the estimate's standard error is smaller (Kaye and Freedman, 2000), and the standard error is smaller when the sample size is larger. My professional opinion, having conducted and evaluated many surveys in the context of litigation, is that a sample size of 700 participants is highly sufficient and that the resulting 95% confidence intervals (CIs) are narrow enough to reach reliable conclusions from the results of the survey's questions.

¹⁴ *Manual for Complex Litigation* (2004), Federal Judicial Center, Fourth, Section 11.493, p. 103. Although I am not an attorney or an expert on legal matters, I find it useful to refer to legal authorities and prior court decisions to illustrate the types of issues and principles that have come up in connection with the evaluation of consumer surveys.

32. Participants were randomly assigned to one of two conditions of the survey. The two conditions differed only with respect to the package shown to participants (*i.e.*, a “test” Fisher-Price package for “test group” participants vs. a “control” Fisher-Price package for “control group” participants). Participants could view and interact with (*e.g.*, zoom in and rotate) the package as a three-dimensional, 360-degree image, similar to how consumers (the putative class members) could have viewed the package in the marketplace (*i.e.*, from all angles). After examining the package as they would normally do when considering buying such a baby product, participants were asked questions intended to assess (*i*) their likelihood of purchasing the baby product they examined; (*ii*) their explanations of their purchase decision; and (*iii*) the sources of information (if any) that they use before buying a baby product like the one they examined.

33. The Survey Screener and the Main Questionnaire (containing all programmer instructions) are attached as Exhibit D. Screenshots of the survey are presented in Exhibit E. Images of the test package used in the survey (an original, allegedly deceptive Fisher-Price package) from six angles are shown in Exhibit F.1 (*i.e.*, front, back, top, bottom, and left and right sides). Images of the control package used in the survey (a revised Fisher-Price package that did not contain the alleged “sleep-related” misrepresentations and omission) from the same six angles are shown in Exhibit F.2. The package flats used to create the 360-degree images of the test and control packages are shown in Exhibits G.1 and G.2, respectively.

34. The survey was conducted in a double-blind manner: The participants and survey panel firms were unaware of the purpose of the survey and the identity of its sponsor. Similarly, the two independent coders who classified participants’ verbatim (open-ended) responses were “blind” to the purpose and sponsor of the survey. I next describe the survey’s procedure, screening criteria, and materials and stimuli.

C.2. Survey Universe and Participant Screening Procedure

35. To properly construct the survey's relevant universe, "screening quotas" using "click balancing" were employed. Specifically, the participant screening procedure in the survey was based upon screening for qualified participants in proportion to the known age and gender distribution of the U.S. population aged 18 years old or above, based on the U.S. census.

36. To qualify for participation in the main questionnaire, participants had to meet the following screening criteria (*see also* Exhibit D):

- (i) they passed a CAPTCHA test at the beginning of the survey screener;¹⁵
- (ii) they had to be at least 18 years old;¹⁶
- (iii) they matched the gender, age, and state panel data;¹⁷
- (iv) they were completing the survey on their desktop computer or laptop computer (as opposed to a tablet, cell phone, smartphone, or other mobile device);¹⁸
- (v) they, or anyone living in their household, did not work for any of the following: a marketing consulting firm; a marketing research firm; an advertising agency or public relations firm; a company that manufactures, sells, or distributes baby or children's products; a TV or radio station; or a magazine or newspaper;¹⁹
- (vi) they expected to personally purchase "[b]aby products for a baby who is, or will be, zero to three months old" during the next six months;²⁰

¹⁵ See Exhibit D, p. 2 (Q.2 & Q.3). A "CAPTCHA" (or "Completely Automated Public Turing test to tell Computers and Humans Apart") is a standard challenged-response test used to screen out survey respondents who are not human (*i.e.*, "bots"). Respondents who are rushing through a survey and not following instructions, and who are likely to enter the wrong string of letters, would similarly be screened out by this question.

¹⁶ See *id.*, p. 3 (Q.5).

¹⁷ See *ibid.* (Q.4, Q.5, & Q.6).

¹⁸ See *ibid.* (Q.7).

¹⁹ See *ibid.* (Q.7).

²⁰ See *id.*, p. 4 (Q.10).

- (vii) they expected to personally purchase a “[b]aby product to put a baby to lay, sit, sleep, be soothed, or play in” (for a baby that is, or will be, zero to three months old) during the next six months;²¹
- (viii) they passed a quality-assurance attention check in which they were asked to select the first response to a list of options;²² and
- (ix) those who normally wear eyeglasses or contact lenses when using the computer indicated that they would wear their glasses or contact lenses, respectively, for the remainder of the survey.²³

37. Respondents who qualified to participate in the survey (*i.e.*, main questionnaire) were then asked to provide their contact information (name and phone number) for validation purposes.²⁴

38. The survey was administered via the Internet. Survey participants were members of the Dynata (formerly Survey Sampling International) and Innovate MR online panels. The survey’s sample consisted of 709 online participants across the U.S., with 357 participants randomly assigned to the test group (“Rock ‘n Play Sleeper”) and 352 participants randomly assigned to the control group (“Rock ‘n Play Soother”). Tables 1, 2, and 3 of Exhibit I display the distribution across condition of participants’ age, gender, and residence in one of the 12 states, respectively.

C.3. Main Questionnaire

39. The procedure, task, and questions in the test and control conditions were identical, except for the package that was shown to participants (*see* Exhibits F.1 and F.2 for the stimuli shown).

²¹ *See ibid.* (Q.11).

²² *See id.*, p. 5 (Q.12).

²³ *See ibid.* (Q.13 & Q.14).

²⁴ *See ibid.* (Q.14). Participants who refused to provide their contact information were allowed to complete the study.

40. At the beginning of the main questionnaire, participants viewed the following instructions:²⁵

Thank you for participating in our study. It is very important that, during this survey, you do not search for any information on the Internet, you do not open another Internet browser, site, or tab, and you do not review any materials that are not part of this survey. Also, please complete this survey without stopping in the middle, and make sure not to consult anyone about this survey.

41. It is well-known that survey participants often provide answers even when they do not know the answer, based on their best guesses.²⁶ To address this problem, it is a standard survey procedure to explicitly instruct participants not to guess; such an instruction decreases (albeit may not eliminate) the tendency to guess. Accordingly, as part of the same instructions block delineated above, the participant read:²⁷

On the next screen, we will show you a baby product. After you have reviewed the product, we will ask you some questions. For each question, if you don't know or don't have an answer, please don't guess. Just indicate that you "don't know" or "don't have an answer" by selecting, or typing in, the words "don't know" and we'll go on to the next question. There are no right or wrong answers.

42. Participants were then told to examine the baby product "just as you would if you were considering buying such a product" and to "[t]ake as much time as you normally do when considering buying such a product."²⁸

43. On the next screen, participants were presented with either the test or control Fisher-Price package to which they were randomly assigned (*see* Figures 1 and 2; *see also* Exhibits F.1 and F.2). The 360-degree interface allowed participants to examine the package from all sides and angles. Specifically, participants could, if they chose to, rotate the package image in any direction (by dragging their computer cursor over the image²⁹) to view other sides of the package. Participants could also click on any of three buttons

²⁵ *See id.*, p. 6.

²⁶ Diamond, Shari S. (2011), "Reference Guide on Survey Research," in *Reference Manual on Scientific Evidence*, Federal Judicial Center, pp. 388 – 390.

²⁷ *See* Exhibit D, p. 6.

²⁸ *See ibid.*

²⁹ The mouse cursor appeared as a hand when hovering over the image and closed to become a fist when clicking down on the image.



appearing below the package image: (i) a “plus” sign (zoom in) button that enlarges the package image with each click; (ii) a “minus” sign (zoom out) button that reduces the package image with each click; and (iii) a “compass” sign button that moves the package image horizontally or vertically (without rotating the package).³⁰ All participants read the following instructions, which were displayed immediately above the window:³¹

Please read the following instructions CAREFULLY!



Please maximize your screen, if you haven’t done so already.

Below is an image of a baby product package (it may take a moment for the image to load).

*To rotate the image (and view the package from other sides), **click and hold down the cursor** over the image, and **drag the cursor** in the direction of the desired rotation (i.e., left, right, up, or down). Releasing the click will pause the rotation of the image.*

*To move the entire package image to the left, right, top, or bottom of the screen (**without rotating the package**), click the “compass” to turn it on,  (you should see a yellow background), then hold down the cursor over the package and drag the package image in the direction of the desired movement. Clicking on the “compass” button again will turn it off,  (you should see a white background). Now you can **rotate** the package again.*

*At any point, if you wish to make the package **larger or smaller**, you can use one of these methods:*

- click the  (**plus sign**) or  (**minus sign**) buttons below the package image; **OR**
- **scroll up** or **scroll down** using the scroll wheel on your mouse; **OR**
- **pinch in** or **pinch out** with two fingers on your computer trackpad.

(Please continue when you are ready.)

44. Figures 2a and 2b below depict sample screenshots of a three-dimensional (rotated) view of the test and control Fisher-Price packages, respectively, within the 360-degree interface.³²

³⁰ As the instructions indicated, instead of clicking the plus and minus sign buttons on the bottom, participants could also enlarge or reduce the image size by either using their mouse scroll wheel or two fingers on their computer trackpad.

³¹ See Exhibit D, p. 6.

³² See also Exhibit F.1 and F.2 for more views of the test and control packages, respectively.

Figure 2a: Sample Screenshot of a Rotated “Test” (i.e., Allegedly Deceptive and Unaltered) Fisher-Price Package



Figure 2b: Sample Screenshot of a Rotated “Control” (i.e., Revised) Fisher-Price Package



45. To ensure that participants were sufficiently exposed to the stimulus, the “NEXT” button—which allowed participants to proceed to the next screen of the survey—was programmed to appear only after 30 seconds had elapsed.

46. After continuing to the next screen, participants were asked the following question:³³

Q.23 Were you able to clearly view the product?

- ☐ Yes
- ☐ No

47. The order in which the two answer choices appeared in Question 23 was rotated across participants, such that half of the participants saw “Yes” as the first option, followed by “No” (Q.23A), while the remaining half saw the options in reverse order (Q.23B). Participants who answered in the affirmative proceeded to answer the main questions of the survey, whereas those who indicated that they did *not* clearly view the product were terminated from the survey.

48. Before proceeding, participants read the following instructions:³⁴

We would like to ask you a few questions. (Please continue when you are ready.)

Question 30 measured participants’ likelihood of purchasing the displayed Fisher-Price product:³⁵

³³ See Exhibit D, p. 7 (Q.23A & Q.23B).

³⁴ See *ibid.* (Q.24).

³⁵ See *id.*, p. 8 (Q.30A).

Q.30. Now, here is the first question. Feel free to examine the product at any time.

This question has six answer choices, which are shown on the screen below.

Please read the entire question before answering.

Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?

Would you say that you *definitely would buy this product, probably would buy this product, may or may not buy this product, probably would not buy this product, definitely would not buy this product, or don't know?* (Please select an answer.)

If you would like to view the product again, please click *here*.

- ☐ Definitely would buy this product
- ☐ Probably would buy this product
- ☐ May or may not buy this product
- ☐ Probably would not buy this product
- ☐ Definitely would not buy this product
- ☐ Don't know

49. The first five answer choices in Question 30 were rotated across participants, such that half of the participants in each condition saw the above order (Q.30A; affirmative options listed first), while the remaining half saw the options in reverse order (*i.e.*, Q.30B; negative options listed first: *Definitely would not buy this product, Probably would not buy this product, May or may not buy this product, Probably would buy this product, Definitely would buy this product, and Don't know*).³⁶ At any point while answering Question 30A/B, participants could click on a link to view the 360-degree image in a pop-up window (with the same ability to rotate, zoom in/out, and move horizontally/vertically without rotation).

50. After participants indicated their likelihood of purchasing the displayed product, they could no longer view the package again for the remainder of the survey. Participants who answered “Don't know” in Question 30A/B were skipped to the next question series (*i.e.*, Q.50A/B), while those who selected any of the other answers

³⁶ See *id.*, p. 9 (Q.30B).

proceeded with the following series of questions, which asked them to explain their answer (each on a separate survey screen):³⁷

- Q.40. What makes you say that you **(INSERT ANSWER FROM Q.30A/Q.30B)**? Please type your answer below. Please be specific and include details.

- Q.41. Any other reason or reasons why you **(INSERT ANSWER FROM Q.30A/Q.30B)**? Please type your answer below. Please be specific and include details.

51. All participants then saw the (closed-ended) filter question pertaining to sources of information:³⁸

- Q.50 Before buying a baby product like the one you examined, would you or wouldn't you try to get information about such baby products?
- ☐ Yes, I would
 - ☐ No, I wouldn't
 - ☐ I don't know

The first two answer choices were counterbalanced (rotated) across participants, such that half of the participants saw "Yes, I would" followed by "No, I wouldn't" (Q.50A), while the remaining half saw "No, I wouldn't" followed by "Yes, I would" (Q.50B).

52. If participants answered in the negative or "Don't know," they were skipped to the final set of questions (Q.60A/B). Only participants who indicated in Question 50A/B that they would try to get information about such baby products were asked the following open-ended questions:³⁹

- Q.51. From where or from which source or sources would you try to get information about such baby products? Please type your answer below. Please be specific and include details.

³⁷ See *ibid.* (Q.40 & Q.41). Q.41 could be left blank.

³⁸ See *id.*, p. 10 (Q.50A & Q.50B).

³⁹ See *ibid* (Q.51 & Q.52). Q.52 could be left blank.

- Q.52. From where else or from which other source or sources, if at all, would you try to get information about such baby products? Please type your answer below. Please be specific and include details.

While answering Question 52, participants saw both Question 51 and the (uneditable) response they previously provided to Question 51 on the same survey screen.

53. The third and final series of questions pertained to whether participants were aware of any issues involving baby products like the one that they examined.

Participants read the following closed-ended filter question:⁴⁰

- Q.60 Have you or haven't you heard or read about any issue or issues involving baby products such as the product that you examined earlier?
- ☐ Yes, I have
 - ☐ No, I haven't
 - ☐ I don't know

The first two answer choices were counterbalanced (rotated) across participants (*i.e.*, affirmative option first vs. negative option first in Q.60A vs. Q.60B, respectively).

54. If participants answered in the negative or "Don't know," they were skipped to the concluding section of the survey. Otherwise, participants were asked to explain their answer to Question 60A/B in the following two questions (each on a separate screen).⁴¹

- Q.61. What issue or issues have you heard or read about involving baby products such as the product that you examined earlier? Please type your answer below. Please be specific and include details.

- Q.62. Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier? Please type your answer below. Please be specific and include details.

⁴⁰ See *id.*, pp. 10 – 11 (Q.60A & Q.60B).

⁴¹ See *id.*, p. 11 (Q.61 & Q.62).

55. In the survey's concluding section, participants were asked a standard quality check question (Q.):⁴²

Q.70 During this survey, I did not open another Internet browser, site, or tab. I only reviewed materials that were part of this survey. I answered the survey questions without stopping in the middle and I did not consult anyone about this survey.

Do you or don't you agree with the above paragraph? (Please select an answer.)

- ☐ Yes, I do agree with the above paragraph
- ☐ No, I do not agree with the above paragraph

Question 70's answer choices were rotated across participants, and participants who replied in the negative (*i.e.*, they indicated a *lack of* compliance with the instructions given at the beginning of the main questionnaire) were terminated from the survey. Finally, participants were told that those were all of the questions and were thanked for their participation.

C.4. Control Package Stimulus

56. The control Fisher-Price product package was designed to eliminate the packaging "sleep-related" misrepresentations and omission alleged by the Plaintiffs.⁴³ To the extent that displaying alleged misrepresentations related to sleep (and failing to include a "not intended for sleeping" statement) on the packaging was a material factor that commonly drove the putative class members' purchase decisions (*e.g.*, by conveying to consumers that the product is suitable or safe for sleep, as the Plaintiffs allege), then a significantly higher percentage of participants should indicate that they would definitely or probably purchase the Fisher-Price product in the test condition (in which they viewed an original Fisher-Price package with the alleged misrepresentations and omission)

⁴² See *id.*, pp. 11 – 12 (Q.70A & Q.70B).

⁴³ See, *e.g.*, *Class Certification Motion*, pp. 7 – 8 ("Every RNPS marketed and sold by Defendants in the United States contained language that communicated safe, prolonged infant sleep as the intended use of the product directly on the package. [...] Likewise, Fisher-Price included images of sleeping infants directly on the packaging and in marketing materials. In fact, *every single RNPS package* (a) described the RNPS as a 'sleeper'; (b) referenced 'sleep'; and (c) contained an image of either a sleeping baby in the RNPS or the product placed next to a bed (or, in other 90% of packaging, an image of a baby sleeping in an RNPS *next* to an adult bed.")). See also *id.*, p. 12 ("[A]t no point did Defendants communicate or even suggest that their Sleeper should not be used for overnight sleep to the public or to consumers.").

compared to in the control condition (in which they viewed a revised Fisher-Price package that did not contain the alleged misrepresentations and omission). Conversely, to the extent that the alleged misrepresentations and omission were *not* a material factor and did *not* commonly drive the putative class members' purchase decisions, similar levels of purchase intentions in the test and control conditions should be observed.

57. To construct a proper control, the following revisions were made to the original (allegedly deceptive) Fisher-Price product package, as enumerated below:⁴⁴

- (i) the word "Sleeper" (*e.g.*, as it appears in the product name "Fisher-Price My Little Snugapuppy Deluxe Rock 'n Play Sleeper") was replaced with "Soother" in the seven locations where it appeared on the disputed package; *see* Figures 3a vs. 3b below);⁴⁵

⁴⁴ See also Exhibits F.1 vs. F.2 (depicting different views of the 360-degree image of the test and control packages, respectively) and Exhibits G.1 vs. G.2 (depicting the "package flats" for the test and control product, respectively).

⁴⁵ Note that in their *Complaint*, the Plaintiffs argue that: "Defendants' deceptive advertising of the Rock 'n Play Sleeper starts with its very name: '*Sleeper*.' By naming the product a 'Sleeper,' Defendants misled consumers into believing that the product is a safe and suitable place for babies to sleep" (*Complaint*, ¶ 184).

Figure 3a: Front, Side, and Back Panels of the “Test” (i.e., Allegedly Deceptive and Unaltered) Fisher-Price Package—The Seven Instances of “Sleeper” Highlighted



Figure 3b: Front, Side, and Back Panels of the “Control” (i.e., Revised) Fisher-Price Package—The Seven Instances of “Soother” Highlighted



- (ii) the word “sleep” was replaced with the word “soothing” in four locations
(see Figures 4a vs. 4b below);

Figure 4a: Front, Side, and Back Panels of the “Test” (i.e., Allegedly Deceptive and Unaltered) Fisher-Price Package—The Four Instances of “Sleep” Highlighted



Figure 4b: Front, Side, and Back Panels of the “Control” (i.e., Revised) Fisher-Price Package—The Four Instances of “Soothing” Highlighted



- (iii) the phrase “Baby can sleep at a comfortable incline all night long!” (which appeared on the front label of the disputed Fisher-Price package) was replaced with the phrase “Baby can be soothed at a comfortable incline anytime!” in the control package (*see* Figures 5a vs. 5b below);

Figure 5a: Front Panel of the “Test” (*i.e.*, Allegedly Deceptive and Unaltered) Fisher-Price Package—The Instance of “Baby Can Sleep at a Comfortable Incline All Night Long!” Highlighted

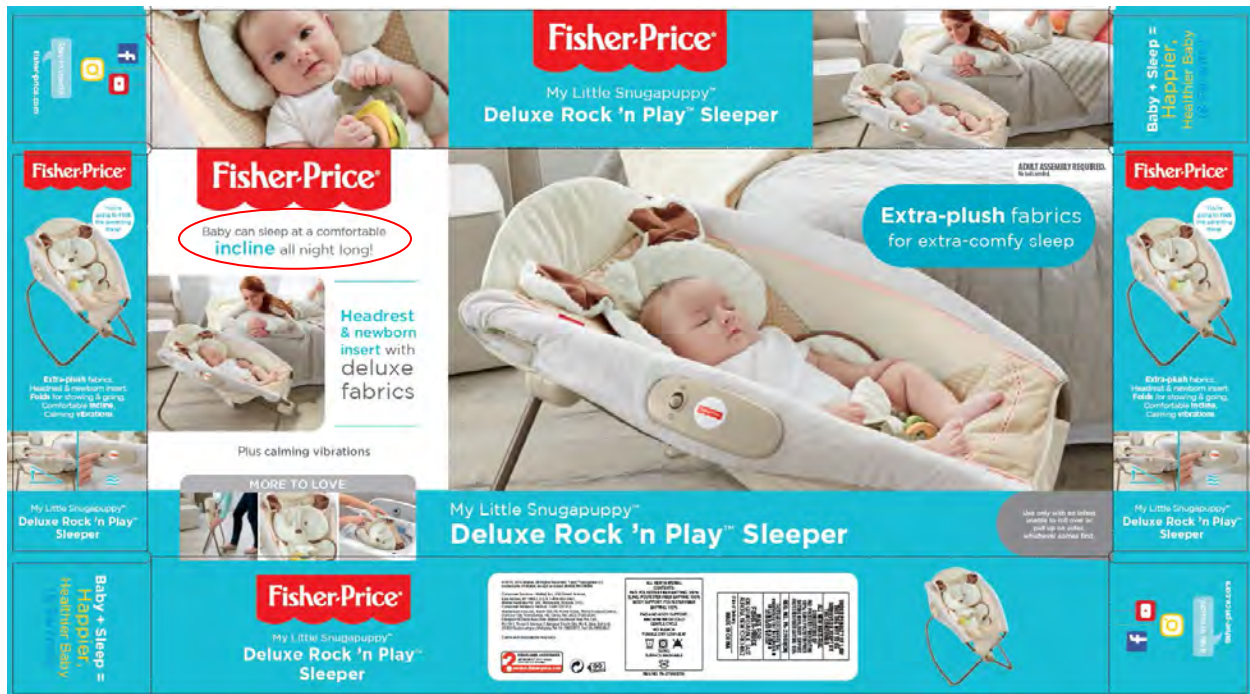
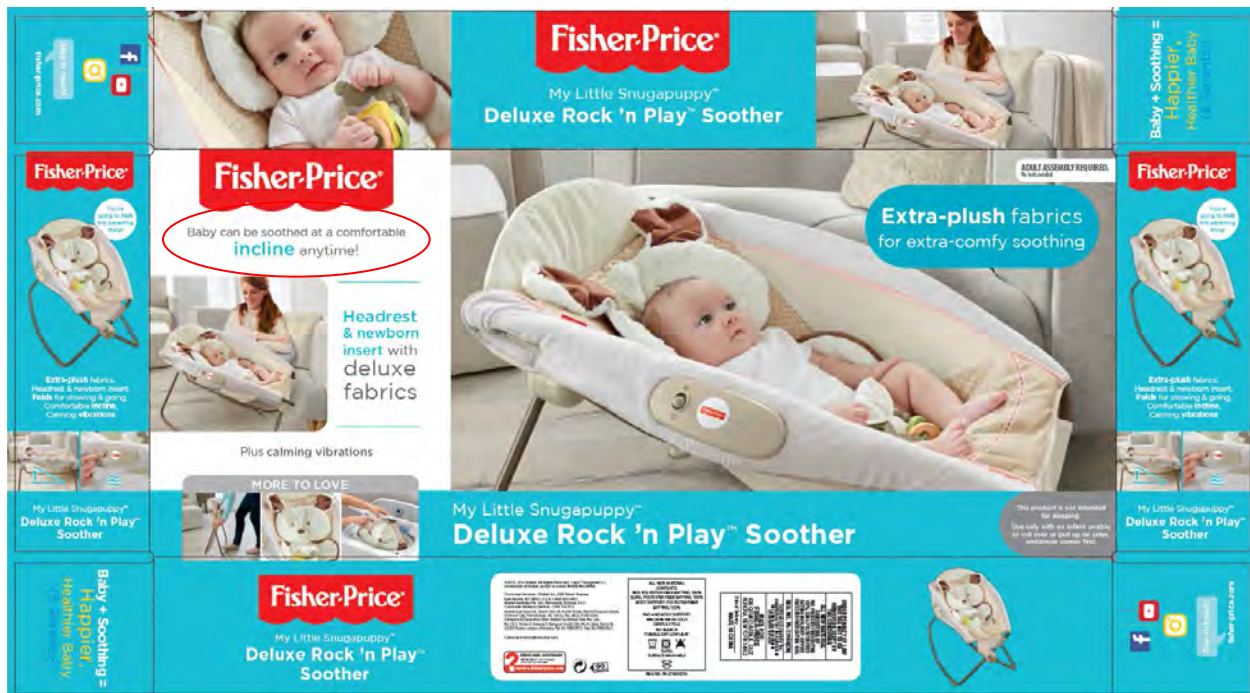


Figure 5b: Front Panel of the “Control” (i.e., Revised) Fisher-Price Package—The Instance of “Baby Can Be Soothed at a Comfortable Incline Anytime!” Highlighted



- (iv) the word “rest” (which appeared on the back label of the disputed Fisher-Price package) was replaced with the word “soothing” in the control package (*see* Figures 6a vs. 6b below);

Figure 6a: Back Panel of the “Test” (*i.e.*, Allegedly Deceptive and Unaltered) Fisher-Price Package—The Instance of “Rest” Highlighted



Figure 6b: Back Panel of the “Control” (*i.e.*, Revised) Fisher-Price Package—The Instance of “Soothing” Highlighted



- (v) the phrase “successful night’s sleep!” (which appeared on the back label of the disputed Fisher-Price package) was replaced with the phrase “successful soothing anytime!” in the control package (see Figures 7a vs. 7b below);

Figure 7a: Back Panel of the “Test” (i.e., Allegedly Deceptive and Unaltered) Fisher-Price Package—The Instance of “Successful Night’s Sleep!” Highlighted



Figure 7b: Back Panel of the “Control” (i.e., Revised) Fisher-Price Package—The Instance of “Successful Soothing Anytime!” Highlighted



- Figure 8a: Front, Side, and Back Panels of the “Test” (i.e., Allegedly Deceptive and Unaltered) Fisher-Price Package—The Four Instances of Baby with Closed Eyes Highlighted**



Figure 8b: Front, Side, and Back Panels of the “Control” (i.e., Revised) Fisher-Price Package—The Four Instances of Baby with Open Eyes Highlighted



(viii) the image of a bed (which appeared in a total of six locations) was replaced with the image of a sofa of a similar color in the control package (see Figures 9a vs. 9b below);

Figure 9a: Front, Side, and Back Panels of the “Test” (i.e., Allegedly Deceptive and Unaltered) Fisher-Price Package—The Six Instances of Bed Highlighted



Figure 9b: Front, Side, and Back Panels of the “Control” (i.e., Revised) Fisher-Price Package—The Six Instances of Sofa Highlighted



- (ix) the image of a mother laying down on the bed (which appeared in a total of three locations) was replaced with an image of the same mother sitting on a sofa in the control package (*see* Figures 10a vs. 10b below);

Figure 10a: Front, Side, and Back Panels of the “Test” (*i.e.*, Allegedly Deceptive and Unaltered) Fisher-Price Package—The Three Instances of Mother Laying on Bed Highlighted



Figure 10b: Front, Side, and Back Panels of the “Control” (i.e., Revised) Fisher-Price Package—The Three Instances of Mother Sitting on Sofa Highlighted

Fisher-Price
My Little Snugapuppy™
Deluxe Rock 'n Play™ Soother

Baby can be soothed at a comfortable incline anytime!

Headrest & newborn insert with deluxe fabrics

Extra-plush fabrics for extra-comfy soothing

Plus calming vibrations

MORE TO LOVE

My Little Snugapuppy™
Deluxe Rock 'n Play™ Soother

My Little Snugapuppy™
Deluxe Rock 'n Play™ Soother

Baby + Soothing = Happier, Healthier Baby

Puppy love.
This cute, cozy, convenient soother fits (and snuggles!) your little one just right! A puppy headrest to cradle them, plush comfort all over, plus the calming vibrations help baby get the soothing they need.

Calming vibrations

Inclined seat back helps keep baby elevated for playtime and soothing.

Fold for stowing or going. Just press the button!

Extra plush fabrics
Machine washable seat pad, headrest & newborn insert
Breathable mesh sides
Adjustable 3-point restraint
Linkable toy
Easy-fold button

Good vibrations.
At our on-site Play Lab, we've observed that calming vibrations enhance babies' natural self-soothing tendencies. Providing this calming vibrations option in our Rock 'n Play™ soother—in combination with the comfortable incline—(twice as fast as baby's 1/3 second heartbeat) promotes optimal, serene sleep.

Deborah Weber, PhD
Senior Early Childhood Development Researcher

- (x) the following phrase was added to the front label of the Fisher-Price package in the control package: “This product is not intended for sleeping” (see Figures 11a vs. 11b below).

Figure 11a: Close-Up of Directions on Front Panel of the “Test” (i.e., Allegedly Deceptive and Unaltered) Fisher-Price Package

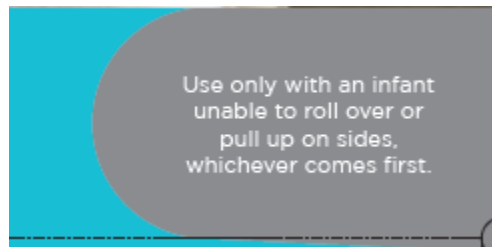
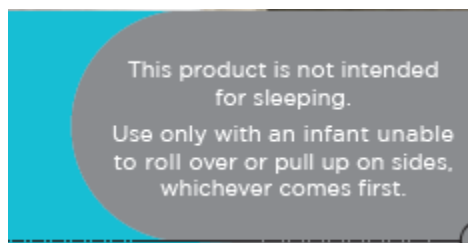


Figure 11b: Close-Up of Directions on Front Panel of the “Control” (i.e., Revised) Fisher-Price Package



C.5. Quality Checks and Independent Validation

58. The data were reviewed for any indications of irregularities based on length of interview (LOI) and any gibberish responses. Participants who spent below two minutes or more than 60 minutes or who gave “gibberish” responses were excluded from the sample.

59. In addition, a validation survey (see Exhibit H) was conducted by an independent research firm, Field Solutions of Delray Beach, Florida, to confirm that the interviews (i.e., surveys) were conducted and that the interviewees were qualified to participate in the survey. The independent validation firm attempted to contact all of the participants who provided their names and phone numbers, and no discrepancy was uncovered during telephone validation. The validation rate was 76%, which exceeds industry and litigation survey standards. The final tabulated number of participants in the

survey was 709, with all participants meeting the screening criteria delineated in Subsection C.2.

D. SURVEY FINDINGS

60. Exhibit I displays the distributions of participants' age, gender, and residence in one of the 12 states.⁴⁶ Exhibit J provides the computer tables summarizing participants' responses to Question 30 (purchase intention), as well as the coding results of the verbatim responses to Questions 40 and 41 (purchase reasons), to Questions 51 and 52 (information sources), and to Questions 61 and 62 (awareness of issues). Exhibits K, L, and M present the results pertaining to the same series of questions among females, among males, and among those who reside in one of the 12 states, respectively. Exhibit N attaches the survey's raw data, including participants' responses to all questions.

D.1. Purchase Likelihood

61. Table 1 below depicts the percentage (and number) of participants who selected various answer choices in response to Question 30A/B.

⁴⁶ Table 3 of Exhibit I shows the proportion of participants in each condition who either reside or do not reside in one of the 12 states. With respect to the specific states, the percentage of participants in the sample who currently live in each of the 12 states fell proportionally to that state's population based on the U.S. Census.

Table 1: Percent of Participants Selecting Various Answer Choices in Question 30A/B⁴⁷

	Test Package (Rock ‘n Play <u>Sleeper</u>) (n = 357)	Control Package (Rock ‘n Play <u>Soother</u>) (n = 352)
Definitely would buy this product	61.3% (219)	63.1% (222)
Probably would buy this product	30.5% (109)	31.5% (111)
May or may not buy this product	4.2% (15)	4.5% (16)
Probably would <u>not</u> buy this product	1.7% (6)	0.6% (2)
Definitely would <u>not</u> buy this product	2.0% (7)	0.0% (0)
Don’t know	0.3% (1)	0.3% (1)

62. As shown in Table 1 above,⁴⁸ 61.3% of test group participants, who considered a Fisher-Price package with the alleged “sleep-related” misrepresentations and omission, answered that they “definitely would buy this product.” An equivalent proportion, 63.1% of control group participants, who considered a similar package but with the alleged misrepresentations and omission removed, provided the same answer, that is, that they “definitely would buy this product.” The –1.7% difference between the proportions of test group and control group participants who indicated that they “definitely would buy this product” was not statistically significant ($\chi^2 = .224$, $df = 1$, $p > .63$, *n.s.*). Similarly, 30.5% of test group participants answered that they “probably would buy this product,” compared to 31.5% of control group participants, who provided the same answer. The –1.0% difference between the proportions of test group and control group participants who indicated that they “probably would buy this product” did not reach statistical significance ($\chi^2 = .083$, $df = 1$, $p > .77$, *n.s.*).

63. In addition, there was *no* statistically significant difference between the test and control groups in the likelihood of answering “may or may not buy this product”

⁴⁷ Question 30 asked: “Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?” Recall that the order of the first five answer choices for Question 30 were rotated, such that half the participants in each condition (test and control) saw the “positive” or affirmative options first (*i.e.*, Definitely would buy this product, Probably would buy this product, etc.; Q.30A), while half saw the “negative” options first (*i.e.*, Definitely would not buy this product, Probably would not buy this product, etc.; Q.30B). See Exhibit D, pp. 8 – 9. See also Exhibit J, Table 1.

⁴⁸ See also Exhibit J, Table 1.

(4.2% vs. 4.5%, respectively; $\chi^2 = .050$, $df = 1$, $p > .82$, *n.s.*), or “probably would not buy this product” (1.7% vs. 0.6%, respectively; Fisher’s exact $p > .28$, *n.s.*). Although few participants indicated that they “definitely would not buy this product,” those in the test group were *more* likely to do so compared to those in the control group (2.0% vs. 0.0%, respectively). Overall, the aforementioned analyses unequivocally demonstrate that the alleged “sleep-related” misrepresentations and omission did *not* drive consumers to purchase the disputed Fisher-Price product.

64. Similar results were observed when analyzing the data among females (*see* Exhibit K, Table 1), among males (*see* Exhibit L, Table 1), and among those participants residing in one of the 12 states that the Plaintiffs seek to certify as a State Class (*see* Exhibit M, Table 1). For example, among the sample of 304 females (153 in the test and 151 in the control), 59.5% of test group participants answered that they “definitely would buy this product,” compared to 58.9% of control group participants who provided the same answer.⁴⁹ This 0.5% difference between the proportions of test group and control group participants who indicated that they “definitely would buy this product” did not reach statistical significance ($\chi^2 = .009$, $df = 1$, $p > .92$, *n.s.*). Among the sample of 405 males (204 in the test and 201 in the control), 62.7% of test group participants answered that they “definitely would buy this product,” compared to 66.2% of control group participants who provided the same answer,⁵⁰ a difference that also did not reach statistical significance ($\chi^2 = .518$, $df = 1$, $p > .47$, *n.s.*). Finally, among the sample of 368 participants who resided in one of the 12 states at the time of survey administration (192 in the test and 176 in the control), 62.5% and 61.9% of test group and control group participants, respectively, answered that they “definitely would buy this product,”⁵¹ a difference that again was not statistically significant ($\chi^2 = .013$, $df = 1$, $p > .91$, *n.s.*).

⁴⁹ *See* Exhibit K, Table 1.

⁵⁰ *See* Exhibit L, Table 1.

⁵¹ *See* Exhibit M, Table 1.

65. In sum, the results from the purchase intention question (Q.30A/B) demonstrate that the alleged “sleep-related” packaging misrepresentations and omission were *not* a common factor in the putative class members’ decisions to purchase the disputed Fisher-Price product. Moreover, the findings indicate that the alleged misrepresentations and omission did *not* have any influence (*i.e.*, did *not* have a material or causal effect) on consumers’ decisions to purchase the disputed Fisher-Price products, and that there is no empirical support for the suggestion that consumers relied on those alleged misrepresentations and omission when purchasing the disputed Fisher-Price products.

D.2. Purchase Reasons and Explanations

66. In the present litigation, it is informative to examine the explanations that participants provided for their purchase decisions. Tables 2 and 3 of Exhibit J contain the coding of the responses to Questions 40 and 41 (“What makes you say that you **(INSERT ANSWER FROM Q.30A/Q.30B)**?” and “Any other reason or reasons why you **(INSERT ANSWER FROM Q.30A/Q.30B)**?”).

67. As the results summarized in Table 2 of Exhibit J show, participants provided a variety of reasons in favor of purchasing the disputed Fisher-Price product. For example, *test* group participants mentioned such positive purchase reasons as: high quality or goodness of the product (28.3% of test group participants); brand equity or recognition (27.7%); comfortable or soothing (21.8%);⁵² general liking of the product (14.0%); usefulness or benefits provided (12.9%); appearance of packaging or product (12.0%);⁵³ and multiple other reasons that are *not* related to sleep.⁵⁴

⁵² Such response categories include: “Comfortable/comfortable for baby/looks comfortable,” “Comforting/comforting to baby/Gives comfort/comfort to baby,” “Soothing/soothing to baby/Would soothe baby,” and “Calming/Calming to baby/Would calm baby.” See Exhibit J.

⁵³ Such response categories include: “Like the packaging/design of the package/The package is appealing/attractive,” “Like the/good design/style/presentation,” and “Looks/is cute/adorable.” See Exhibit J.

⁵⁴ See Exhibit J, Table 2, pp. 1 – 10.

68. Participants' explanations of their purchase decisions indicate that the alleged "sleep-related" misrepresentations and omission were neither a common nor a material factor in the putative class members' decisions to purchase the disputed Fisher-Price products.

69. *First*, only a small proportion of test group participants (*i.e.*, 41 out of 357 "test" participants, or 11.5%) mentioned sleep or nap as a reason for purchasing the Fisher-Price product.⁵⁵ The vast majority (82.9%, or 34 out of 41) of these participants also mentioned *at least one other* reason for their purchase decision.⁵⁶

70. *Second*, only a small minority of test group participants (31 out of 357 "test" participants, or 8.7%) mentioned the product's safety (or appearing safe) as a positive purchase reason.⁵⁷

71. *Third*, among those in the control group—who were *not* exposed to the alleged "sleep-related" misrepresentations and omission—*no* participant gave a negative or neutral reason *against* buying the Fisher-Price product that could be arguably construed as implicating that the product is lacking because it is not intended (or not suitable) for sleep.⁵⁸ That no one indicated they would *not* buy the product because it is not for sleep (or napping) further suggests that the presence or absence of the alleged "sleep-related" misrepresentations and omission did *not* exert a common or material influence on the putative class members' purchase decisions.

⁵⁵ *See id.*, p. 8.

⁵⁶ Sample responses include: "I like that it packs down conveniently to a small size as well as having the added feature of vibration to ease my child to sleep. I find the Fischer Price brand makes innovative and quality products" (Respondent ID: #397); "It would be something I would love to use to help my baby rest and take a nap. is soothing and sturdy" (Respondent ID: #1122); "It looks fun, safe and comfortable for my baby. I would feel like I made the right choice with the product. It is a convenient way to let my child nap during the day and easy to pack with us if we go to another person's house" (Respondent ID: #5143); "multiple uses. Love the rock and sleep feature. The puppy is adorable. [...] Love it!" (Respondent ID: #465124347).

⁵⁷ Note that in the *Complaint*, the Plaintiffs allege: "Defendants' deceptive marketing of the product as a 'Sleeper' that is safe for infant sleep, including overnight or prolonged sleep, is material to consumers' decision to purchase and/or own the product, because it causes consumers to reasonably believe the product is safe"; ¶ 190.

⁵⁸ *See* Exhibit J, Table 2, p. 4.

72. *Fourth*, as mentioned earlier, participants provided myriad considerations for, and against, purchasing the disputed Fisher-Price product. That these different purchase motivations varied across participants is diametrically opposed to the notion that the alleged “sleep-related” misrepresentations and omission were a common or material purchase motivator classwide.

73. Similar results were observed when analyzing the results among females (*see* Exhibit K, Tables 2 – 3), among males (*see* Exhibit L, Tables 2 – 3), and among participants residing in one of the 12 states (*see* Exhibit M, Tables 2 – 3). For example, among the sample of 304 females (153 in the test and 151 in the control), only a small proportion of “test” participants (*i.e.*, 24 out of 153 test group participants, or 15.7%) mentioned sleep or nap as a reason for purchasing the Fisher-Price product.⁵⁹

74. Overall, the survey’s results from both the purchase likelihood measure and participants’ explanations are highly consistent: Displaying the alleged “sleep-related” misrepresentations (while omitting a statement that the product is *not* intended for sleeping) on the packaging of the Fisher-Price products does *not* increase (or affect) consumers’ likelihood of purchasing the disputed product. Thus, the findings unequivocally demonstrate that the alleged misrepresentations and omission did *not* have a common or material (causal) effect on the putative class members’ decisions to purchase the disputed Fisher-Price product. Moreover, participants’ explanations indicate that not only were the alleged misrepresentations and omission *not* material in the putative class members’ decisions to purchase the disputed Fisher-Price product, but also a variety of other purchase motivations influenced the class members, with considerable heterogeneity arising across consumers.

75. These findings are consistent with academic research, which has demonstrated that consumers systematically differ from each other with respect to their

⁵⁹ *See* Exhibit K, Table 2, p. 8.

attitudes, perceptions, preferences, behaviors, and product usage patterns.⁶⁰ Such research indicates that consumers differ in how they value products, and in how they weight the importance of various product attributes and benefits in their purchase decisions. Holding constant the specific perceptions and expectations that consumers may form about product attributes, an additional source of heterogeneity lies in the unique and subjective value that each consumer may attach to advertised product attributes and benefits. In other words, the perceived value from a given product's attributes and benefits has been shown to vary significantly across individuals.⁶¹ As Professor Zeithaml writes: "What constitutes value—even in a single product category—appears to be highly personal and idiosyncratic."⁶² My own peer-reviewed research on consumers' response to promotions, rewards, products, and other marketing tactics has uncovered considerable consumer heterogeneity.⁶³

⁶⁰ Allenby, Greg M., Neeraj Arora, and James L. Ginter (1998), "On the Heterogeneity of Demand," *Journal of Marketing Research*, 35(3), 384 – 389; Allenby, Greg M. and James L. Ginter (1995), "Using Extremes to Design Products and Segment Markets," *Journal of Marketing Research*, 32(4), 392 – 403. As I have taught my Ph.D., MBA, and Executive MBA students at Columbia University Business School, one of the most fundamental principles in marketing is that consumers are heterogeneous, and accordingly, that marketing managers must segment their customer base; see, e.g., Kotler, Philip (1997), *Marketing Management: Analysis, Planning, Implementation, and Control*, Upper Saddle River, NJ: Prentice-Hall; Wedel, Michel and Wagner A. Kamakura (2000), *Market Segmentation: Conceptual and Methodological Foundations*, Amsterdam: Kluwer.

⁶¹ E.g., Zeithaml, Valerie A. (1988), "Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence," *Journal of Marketing*, 52(3), 2 – 22.

⁶² *Id.*, p. 13.

⁶³ For example, in my research, I have found that consumers systematically vary in their preferences and behaviors due to individual differences related to risk and time preferences, hedonism, social comparison tendencies, belief in the Protestant Work Ethic, psychological reactance, and other factors. See Kivetz, Ran and Yuhuang Zheng (2006), "Determinants of Justification and Self-Control," *Journal of Experimental Psychology: General*, 135(4), 572 – 587; Kivetz, Ran and Itamar Simonson (2002a), "Earning the Right to Indulge: Effort as a Determinant of Customer Preferences Toward Frequency Program Rewards," *Journal of Marketing Research*, 39(2), 155 – 170 (Finalist for the 2007 William O'Dell Award); Kivetz, Ran and Itamar Simonson (2003), "The Idiosyncratic Fit Heuristic: Effort Advantage as a Determinant of Consumer Response to Loyalty Programs," *Journal of Marketing Research*, 40(4), 454 – 467; Schrift, Rom, Oded Netzer, and Ran Kivetz (2011), "Complicating Choice," *Journal of Marketing Research*, 48(2), 308 – 326 (Winner, 2010 Best Competitive Paper Award, Society of Consumer Psychology); Levav, Jonathan, Ran Kivetz, and Cecile K. Cho (2010), "Motivational Compatibility and Choice Conflict," *Journal of Consumer Research*, 37(3), 429 – 442; Kivetz, Ran (2005), "Promotion Reactance: The Role of Effort-Reward Congruity," *Journal of Consumer Research*, 31(4), 725 – 736 (This article won the 2005 "Ferber Award" from the Association for Consumer

76. For example, consistent with the results of my survey, the literature in marketing demonstrates that brand name is a highly prominent attribute (and sometimes a dominant choice heuristic) when consumers make purchase decisions involving consumer-packaged goods (CPGs).⁶⁴ In addition to brand, considerable research in marketing and consumer behavior has also established the importance of packaging appeal in consumer perceptions and purchases of CPGs.⁶⁵ Thus, the appearance, design, and visual appeal of the disputed Fisher-Price product and packaging (*e.g.*, in terms of color, imagery, design, and quality of material) were likely to be key factors that influenced many consumers' purchase decisions.

77. The lack of commonality in consumers' motivations to purchase the disputed products is consistent with the deposition testimonies of current and former marketing executives at Mattel/Fisher-Price. For example, Sarah Ford—senior marketing manager at Mattel/Fisher-Price—testified as follows:⁶⁶

[REDACTED]

And:⁶⁷

Research, which is the largest association of consumer researchers in the world); Kivetz, Ran, Oleg Urminsky, and Yuhuang Zheng (2006), "The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention," *Journal of Marketing Research*, 43(1), 39 – 58 (Finalist for the 2011 *William O'Dell Award*, as well as a finalist for the 2007 Paul Green Award, given to the *Journal of Marketing Research* article published in the prior year that "demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing.").

⁶⁴ See, *e.g.*, Aaker, David A. (1991), *Managing Brand Equity*, New York, NY: Free Press; Hoyer, Wayne D. and Steven P. Brown (1990), "Effects of Brand Awareness for a Common Repeat-Purchase Product," *Journal of Consumer Research*, 17(2), 141 – 198; Keller, Kevin Lane (2008), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, Upper Saddle River, NJ: Pearson Prentice Hall.

⁶⁵ See, *e.g.*, Winer, Russ and Ravi Dhar (2011), *Marketing Management* (4th ed.), Upper Saddle River, NJ: Pearson Prentice Hall.

⁶⁶ Ford deposition, p. 93.

⁶⁷ *Id.*, pp. 176 – 177. See also Desimone deposition (former Senior Director and Vice President of the preschool toy team at Fisher-Price), p. 14 [REDACTED]

[REDACTED] Stephens deposition, p. 162 [REDACTED] & p. 171 [REDACTED]

[REDACTED]

78. Further, given the numerous features and substantial variation in packaging of the disputed Fisher-Price products—which encompass all models of the Rock ‘n Play Sleepers—the heterogeneity in the putative class members’ purchase factors was likely even greater in the actual marketplace. This notion is consistent with testimony by Sarah Ford, who stated the following:⁶⁸

- Q. What would you consider your primary communication to consumers about the Rock ‘n Play product?
- A. Can you be more specific when you say Rock ‘n Play product because, you know, as we talked about earlier, there were over a hundred different items in the Rock ‘n Play line, and they had many varying features. So our primary communication actually varied by individual items. Some more were basic, and then as we got further into the development, we had auto rocking and soothing and vibrations and smart connect, and all of those things would have been featured in different ways.

And:⁶⁹

[REDACTED]

[REDACTED]

Ford deposition, pp. 108 – 109.

⁶⁹ *Id.*, pp. 178 – 180.

you are sitting on the couch and your baby is right next to you, they can be sort of eye-lined with you. **So I think the product had tons of different benefits and we marketed them in different ways depending on the consumer and who we were targeting.** [Emphases added]

D.3. Sources of Information

D.3.1. *Consumers are Likely to Consult a Variety of Information Sources Prior to Purchasing the Disputed Products*

79. The second series of questions in the main questionnaire (Q.50 – 52) pertained to what source(s) of information, if any, that participants consult or seek before buying a baby product such as the disputed Fisher-Price product. Table 2 below shows the proportion of participants who selected each answer option in the “information sources” filter question (Q.50A/B).

Table 2: Percent of Participants Selecting Various Answer Choices in Question 50A/B⁷⁰

	Test Package (Rock ‘n Play <u>Sleeper</u>) (<i>n</i> = 357)	Control Package (Rock ‘n Play <u>Soother</u>) (<i>n</i> = 352)
Yes, I would	91.9% (328)	94.6% (333)
No, I wouldn’t	4.2% (15)	3.7% (13)
I don’t know	3.9% (14)	1.7% (6)

80. Participants’ responses to Questions 51 and 52 indicate that neither the package nor information from the manufacturer (*e.g.*, on Fisher-Price’s website)—which include the alleged “sleep-related” misrepresentations and omission—is a predominant or common source that the putative class members would have used before purchasing a baby product such as the disputed Fisher-Price products. *First*, participants indicated that they would consult a variety of different sources to get information about such baby products. Although 14.8% of test group participants mentioned the manufacturer as a source (*i.e.*,

⁷⁰ Question 50 asked: “Before buying a baby product like the one you examined, would you or wouldn’t you try to get information about such baby products?” Recall that the order of the first two answer choices for Question 50 were rotated, such that half the participants in each condition (test and control) saw “Yes, I would” followed by “No, I wouldn’t” (Q.50A) while half saw the reverse order (Q.50B). *See* Exhibit D, p. 10.

including the manufacturer's website or Mattel/Fisher-Price in general), participants in the test group also mentioned multiple other sources such as: Google/Google search (33.1%); named websites (*e.g.*, Amazon, Facebook, YouTube) that are *not* the manufacturer's website (26.9%); review websites or user reviews (25.8%); stores, including physical retail stores (17.9%); people (*e.g.*, family and friends) or word of mouth (17.4%); social media (10.4%); blogs and forums (7.8%); and several other sources.⁷¹

81. *Second*, very few participants (*i.e.*, 7 out of 709 or 1.0%) mentioned the package itself as a source that they would use to get information about baby products like the Fisher-Price product they examined.⁷² Among test group participants, only 0.8% (3 out of 357 participants) mentioned the package, packaging, or the product itself.⁷³ Further, all three of these participants also mentioned *at least one other* source.⁷⁴

82. *Third*, participants' responses to Questions 51 and 52⁷⁵ indicate that not only would consumers consult a variety of difference information sources prior to purchasing the disputed Fisher-Price product, but such sources are likely to differ (*i.e.*, be heterogeneous) across consumers.

83. Similar results were observed when analyzing the results among females (*see* Exhibit K, Table 4), among males (*see* Exhibit L, Table 4), and among participants residing in one of the 12 states (*see* Exhibit M, Table 4). For example, among the sample of 304 females (153 in the test and 151 in the control), only one "test" participant (*i.e.*, 1 out of 153 test group participants, or 0.7%) mentioned consulting the package or product itself.⁷⁶

⁷¹ *See* Exhibit J, Table 4, pp. 1 – 3.

⁷² *See id.*, p. 2.

⁷³ *See ibid.*

⁷⁴ Specifically, these three participants gave the following responses: "I would search either the brand website and/or on the package at the store or online. Amazon reviews might be helpful." (Respondent ID: #2938); "from the back of the box. from the website" (Respondent ID: #4591); "On the package of the product. A sales person." (Respondent ID: #464766945).

⁷⁵ Question 51 asked: "From where or from which source or sources would you try to get information about such baby products?" Question 52 asked: "From where else or from which other source or sources, if at all, would you try to get information about such baby products?" *See* Exhibit D, p. 10.

⁷⁶ *See* Exhibit K, Table 4, p. 2.

Instead, (female) participants in the test group identified a range of different sources, including review websites or user reviews (37.9%); Google/Google search (32.0%); named websites (*e.g.*, Amazon, Facebook, YouTube) that are *not* the manufacturer's website (26.1%); and people (*e.g.*, family and friends) or word of mouth (21.6%).⁷⁷

84. Overall, the survey's results demonstrate that neither the packaging of the disputed Fisher-Price product, nor information from the manufacturer (*e.g.*, on its website), serves as a source upon which consumers commonly or uniformly rely to get information before buying such baby products. Rather than relying primarily on the disputed product packaging or manufacturer's website, the putative class members would consult myriad different information sources prior to purchasing the disputed Fisher-Price products.⁷⁸

D.3.2. Academic Research, Industry Research, and the Plaintiffs' Deposition Testimonies Support the Notion that the Putative Class Members Consulted Additional Information Sources Beyond the Package or Manufacturer, and that Class Members Were Heterogeneous in Their Information Search

85. The results of the survey that I conducted in this litigation demonstrate that consumers are likely to search for and consult a variety of different information sources—and not commonly rely on the package or the manufacturer—before purchasing a baby product like the disputed Fisher-Price products. As discussed next, such information search behavior is consistent with academic literature, industry research, and

⁷⁷ See *id.*, pp. 1 – 3.

⁷⁸ Such heterogeneity in information sources sought before buying a baby product such as the disputed Fisher-Price products is also consistent with deposition testimony from the former marketing manager at Fisher-Price; *e.g.*, Stephens deposition, pp. 83 – 84 (“Q. [...] So would you agree that in the scenario of a consumer who goes to a store to purchase a product, that that POP, point of purchase that we mentioned earlier – you mentioned the POP displays – and also packaging on the product there in the store are the last marketing materials, last things to sell a product that a consumer will see when they’re making a decision to purchase? A. In my opinion, it depends on that consumer. I mean, consumers are so different. And, you know, they’re talking to their friends. They’re looking online. They may have already decided to buy that product before they go in the store. They may be a gift giver. I mean, there’s so many different scenarios”). See also *id.*, pp. 86 – 87 (“Q. Do you think that consumers rely on the images and copy that are used on packaging, POP displays or Websites to inform them about what a product does? A. I think my answer, again, would be it depends, because there might be many ways that a consumer is getting their information. They might – their sister may have recommended the product, and that’s good enough for them. Or, you know – I don’t know if it’s the driver, if that was your question. I think it depends.”).

with the named Plaintiffs' deposition testimonies in this litigation, which indicate that consumers who consider purchasing baby gear (a high-involvement product category) are likely to search for information beyond manufacturer-driven sources and are likely to differ from each other in their pre-purchase information search patterns.

86. Consumers considering or deciding which baby product to buy for an infant aged zero to three months old are likely to be highly involved with the purchase decision. This is because the acquisition of such a product is intended for children and concerns their comfort and well-being; is non-habitual; requires a meaningful monetary expenditure; and may be related to developmental, emotional, and social outcomes.

87. Highly involved (vs. less involved) consumers, in turn, engage with the category differently. Such consumers: are more interested in getting additional information and comparing product characteristics;⁷⁹ tend to be more interested in reading information, including from third-party sources about the category, and are more likely to differentiate among brands and to compare product characteristics across brands;⁸⁰ and spend more time and attention on their purchase decisions, consider more product attributes, search for more product information, and keep themselves informed about the product category even when not actively making a purchase.⁸¹ While many consumers making habitual purchases of small-ticket packaged goods spend little time making their choice,⁸² highly-involved consumers (*e.g.*, those who are considering

⁷⁹ Zaichkowsky, Judith L. (1985), "Measuring the Involvement Construct," *Journal of Consumer Research*, 12(3), 341 – 352.

⁸⁰ *Ibid.*

⁸¹ *See, e.g.*, Bloch, Peter H., Daniel L. Sherrell, and Nancy M. Ridgway (1986), "Consumer Search: An Extended Framework," *Journal of Consumer Research*, 13(1), 119 – 126; Laurent, Gilles and Jean-Noël Kapferer (1985), "Measuring Consumer Involvement Profiles," *Journal of Marketing Research*, 22(1), 41 – 53.

⁸² *See, e.g.*, Dickson, Peter R. and Alan G. Sawyer (1990), "The Price Knowledge and Search of Supermarket Shoppers," *The Journal of Marketing*, 54(3), 42 – 53.

purchasing products perceived as important) tend to spend more time and engage in more detailed information search.⁸³

88. The notion that consumers are likely to experience greater involvement in the category of baby gear in particular—and to therefore search for information beyond manufacturer sources—is consistent with academic as well as industry research. For example, studies on the information search behavior of mothers and expectant mothers have documented the use of multiple information channels in the area of maternity and child health⁸⁴ as well as the engagement in substantial product research when choosing items for online baby registries.⁸⁵ A recent report on the U.S. baby durables market⁸⁶ similarly found that consumers (males and females) in this category frequently search for information and conduct online research as part of their shopping process:⁸⁷

Online has become a pivotal part of the baby durables shopping process for many consumers. Shoppers are turning to the internet for information to influence their shopping decisions, by reading reviews and researching products online prior to buying. When asked about shopping for baby durables, almost half of those surveyed (45%) said they research products online before buying in store and 40% said they're influenced by online product reviews.

[...] More than 20% of surveyed consumers stated they use social media as a resource when shopping the category. Retailers and manufacturers need to understand they are no longer the defining factor in consumers' decision to buy a product and that offering consumers the ability to review products, as well as ensuring they have valid product reviews available, are crucial to online shoppers.

⁸³ See, e.g., Bloch et al. (1986); Laurent and Kapferer (1985); Schmidt, Jeffrey B. and Richard A. Spreng (1996), "A Proposed Model of External Consumer Information Search," *Journal of the Academy of Marketing Science*, 24(3), 246 – 256.

⁸⁴ Dobeles, Angela, Jane Fry, Sharyn Rundle-Thiele, and Tim Fry (2017), "Caring for Baby: What Sources of Information do Mothers Use and Trust?", *Journal of Services Marketing*, 31(7), 677 – 689. The authors examined five information channels—family, friend, health professional, magazine, and the Internet—and write: "Most women (59 per cent) used all five information channels (to some extent) and another 24 per cent used any four of the five channels [...] With an average number of channels of 4.3, the prevalence of multiple channel use is consistent with the findings in the health information seeking literature [...]" p. 681.

⁸⁵ Song, Felicia Wu and Newly Paul (2016), "Online Product Research as a Labor of Love: Motherhood and the Social Construction of the Baby Registry," *Information, Communication, & Society*, 19(7), 892 – 906.

⁸⁶ Mintel (2017), "Baby Durables: US, March 2017."

⁸⁷ *Id.*, p. 41.

89. Similarly, the named Plaintiffs' deposition testimonies indicate a lack of common reliance on the packaging or manufacturer's website prior to purchasing the disputed Fisher-Price products or putting it on a registry. Indeed, several of the named Plaintiffs could not recall reviewing the product's packaging (nor did they remember details about the package)⁸⁸ or visiting Fisher-Price's or Mattel's website (except after learning about the recall).⁸⁹ By contrast, many Plaintiffs testified that they consulted or relied on—to varying degrees—other sources, including consumer product ratings and consumer reviews (*e.g.*, Amazon, YouTube, Consumer Reports);⁹⁰ recommendations from coworkers, family, or friends;⁹¹ and blogs and/or books.⁹² A recurring theme across the named Plaintiffs' deposition testimonies was an already-developed intention to acquire the disputed Fisher-Price product prior to the point of purchase. That is, many individuals had determined in advance that they would buy (or register) the Fisher-Price Rock 'n Play Sleeper by the time they went to the store or to an online retailer.⁹³

90. Finally, it is noteworthy that consumers are heterogeneous and differ in how engaged or involved they are with a product category or product dimension and, accordingly, vary in the extent to which they construe a purchase as important.⁹⁴ Further, consumers are likely to differ with respect to their information search patterns and

⁸⁸ See, *e.g.*, Mulvey Deposition, pp. 47 – 48; Mandley Deposition, p. 150; Nowlin Deposition, pp. 62 – 63; Jacoby Deposition, p. 59; Drover Deposition, pp. 66 – 67.

⁸⁹ See, *e.g.*, Kaden Deposition, pp. 32 – 33; Alfaro Deposition, p. 76; Nadel Deposition, pp. 63 – 64.

⁹⁰ See, *e.g.*, Shaffer Deposition, p. 52; Cuddy Deposition, p. 86; Pasternacki Deposition, pp. 40 – 41 & 43; Kaden Deposition, pp. 115 – 116; Alfaro Deposition, pp. 32 – 33, 59 – 65, & 75 – 77; Jacoby Deposition, pp. 48 – 49.

⁹¹ See, *e.g.*, Shaffer Deposition, p. 52; Mulvey Deposition, pp. 37 & 47; Kaden Deposition, pp. 46 – 49 & 114 – 115; Jacoby Deposition, pp. 39 – 40.

⁹² See, *e.g.*, Kaden Deposition, pp. 26 – 27.

⁹³ See, *e.g.*, Shaffer Deposition, p. 48; Black Deposition, p. 78; Hanson Deposition, p. 104; Mulvey Deposition, p. 57; Nowlin Deposition, p. 142; Drover Deposition, p. 65.

⁹⁴ See, *e.g.*, Laurent and Kapferer (1985); Schrift, Rom, Oded Netzer, and Ran Kivetz (2011), "Complicating Choice," *Journal of Marketing Research*, 48(2), 308 – 326 (*Winner, 2010 Best Competitive Paper Award, Society of Consumer Psychology*).

behaviors.⁹⁵ That is, consistent with the results of the survey that I conducted, the putative class members likely differed in the amount and types of information sources they consulted before purchasing the disputed Fisher-Price products. The differences in search and purchase experiences documented across the Plaintiffs' deposition testimonies likewise indicate the presence of considerable variation across the putative class members in their information search behavior.⁹⁶

91. In sum, for many consumers, purchasing a baby product for an infant aged zero to three months old is a highly-considered decision and an involved process that such consumers would not lightly enter into based solely on viewing a package or a website. As a result, when making (high-involvement) decisions of this nature, many putative class members were likely to have acquired additional product information, including by conducting their own search through consulting various (non-manufacturer) third-party sources and recommendations. Such purchase decisions—which often are extended over time and entail multiple processes, discussions, phases, and pieces of information—are very different from purchases of many (smaller-ticket) consumer goods. Therefore—consistent with the results of my survey, with academic and industry research, and with the named Plaintiffs' deposition testimonies—by the time a parent purchases a baby product such as the disputed Fisher-Price Rock 'n Play products, the parent is likely to be already fairly informed about key features of the product and overall

⁹⁵ See, e.g., Hauser, John R., Glen L. Urban, and Bruce D. Weinberg, "How Consumers Allocate Their Time When Searching for Information," *Journal of Marketing Research*, 30(4), 452 – 466; Putsis Jr, William P. and Narasimhan Srinivasan (1994), "Buying or Just Browsing? The Duration of Purchase Deliberation," *Journal of Marketing Research*, 31(3), 393 – 402; Peterson, Robert A. and Maria C. Merino (2003), "Consumer Information Search Behavior and the Internet," *Psychology & Marketing*, 20(2), 99 – 121.

⁹⁶ For example, while some of the named Plaintiffs testified that they did not conduct any independent research or speak to anyone about the disputed product prior to making a decision to purchase or register the disputed Fisher-Price product (e.g., Flores Deposition, pp. 40 – 51 & 46), others testified that they relied on myriad sources of information, including recommendations by family and friends, books, blogs, and reviews from different third-party websites (e.g., Kaden Deposition, pp. 46 – 49 & 113 – 116).

product category, and would accordingly be less likely to base his or own purchase decision on the product packaging or information obtained solely from the manufacturer.

D.4. Awareness of Issues Involving the Disputed Products

92. The final set of questions in the main questionnaire (Q.60 – Q.62) asked about any issue or issues participants may have been aware of involving the disputed Fisher-Price Rock ‘n Play products. These questions were included to address the possibility that participants in the test group (who saw the disputed Fisher-Price “Sleeper” product) may report lower purchase intentions (compared to control group participants who saw a revised Fisher-Price “Soother” product) because they were already aware of alleged safety issues surrounding these products (including any preexisting knowledge about the product recall). Table 3 below shows the proportion of participants in each condition selecting each answer option in the “awareness of issues” filter question (Q.60A/B).

Table 3: Percent of Participants Selecting Various Answer Choices in Question 60A/B⁹⁷

	Test Package (Rock ‘n Play <u>Sleeper</u>) (<i>n</i> = 357)	Control Package (Rock ‘n Play <u>Soother</u>) (<i>n</i> = 352)
Yes, I have	24.9% (89)	27.6% (97)
No, I haven’t	69.7% (249)	70.5% (248)
I don’t know	5.3% (19)	2.0% (7)

93. As indicated in Table 3 above, the vast majority (75.1% and 72.4% in the test and control groups, respectively) did *not* report having heard or read about any issue or issues involving baby products such as the disputed Fisher-Price product.

94. An analysis of participants’ open-ended responses describing the issue(s) they heard or read about involving baby products such as the one they saw⁹⁸ indicates

⁹⁷ Question 60 asked: “Have you or haven’t you heard or read about any issue or issues involving baby products such as the product that you examined earlier?” Recall that the order of the first two answer choices for Question 60 were rotated, such that half the participants in each condition (test and control) saw “Yes, I have” followed by “No, I haven’t” (Q.60A) while half saw the reverse order (Q.60B). See Exhibit D, pp. 10 – 11.

⁹⁸ See Exhibit J, Table 5, pp. 1 – 4.

that only a small minority of participants had preexisting background knowledge or awareness of any issues potentially related to the safety or recall of the disputed Fisher-Price products. In particular, only 2.3% (16 out of 709) mentioned anything related to (baby) danger, injury, or death; only 0.3% (2 out of 709) mentioned sleep or nap; only 1.7% (12 out of 709) mentioned safety or safety issues; and only 1.6% (11 out of 709) mentioned anything related to a product recall.⁹⁹ Among test group and control group participants, only around 5.6% (20 out of 357) and 6.0% (21 out of 352) of responses, respectively, referenced either baby injury or harm, danger associated with sleep, any safety or hazard concerns, or a recall.¹⁰⁰ Note that the majority of those who indicated “Yes, I have” to the filter question (Q.50A/B) provided vague, non-dispositive responses that do not point to any of the aforementioned issues (*e.g.*, mentions of general negative product perceptions, such as the perceived high price or perceived lack of durability; mentions of unspecified issues; or no issues at all).¹⁰¹

95. Similar results were observed when analyzing the results among females (*see* Exhibit K, Table 5), among males (*see* Exhibit L, Table 5), and among participants residing in one of the 12 states (*see* Exhibit M, Table 5). For example, among the sample of 304 females (153 in the test and 151 in the control), only 3.3% of “test” participants (5 out of 153) mentioned anything related to (baby) danger, injury, or death; 0% mentioned sleep or nap; only 0.7% (1 out of 153) mentioned safety or safety issues; and only 1.3% (2 out of 153) mentioned anything related to a product recall.¹⁰²

96. Finally, the main survey results were similar among the participants who indicated in Q.60A/B that they have *not* “heard or read about any issue or issues involving baby products such as the product that you examined earlier.” Table 4 below shows responses to the purchase intention question (Q.30A/B) in each condition among

⁹⁹ *See id.*, pp. 1 – 2.

¹⁰⁰ *See ibid.*

¹⁰¹ *See id.*, pp. 2 – 4.

¹⁰² *See* Exhibit K, Table 5, pp. 1 – 2.

participants who were *not* aware of any issue or issues involving the disputed Fisher-Price products. None of the differences across the test and control groups reached statistical significance (all $ps > .1$) with the exception of those who indicated that they “probably would not buy this product,” where *fewer* participants in the control (vs. test) group selected this answer choice (Fisher’s exact $p = .03$).

Table 4: Percent of Participants Selecting Various Answer Choices in Question 30A/B (Among Those *Not* Aware of Any Issues Based on Question 60A/B) ¹⁰³

	Test Package (Rock ‘n Play <u>Sleeper</u>) ($n = 268$)	Control Package (Rock ‘n Play <u>Soother</u>) ($n = 255$)
Definitely would buy this product	59.7% (160)	58.4% (149)
Probably would buy this product	32.8% (88)	36.1% (92)
May or may not buy this product	4.1% (11)	5.1% (13)
Probably would <u>not</u> buy this product	2.2% (6)	0.0% (0)
Definitely would <u>not</u> buy this product	0.7% (2)	0.0% (0)
Don’t know	0.4% (1)	0.4% (1)

97. Therefore, the data indicate that awareness of any issues in connection with the disputed products did *not* change the pattern of results, which unequivocally demonstrate that the alleged “sleep-related” misrepresentations and omission did *not* increase consumers’ purchase intentions.

¹⁰³ Question 30 asked: “Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?” Recall that the order of the first five answer choices for Question 30 were rotated, such that half the participants in each condition (test and control) saw the “positive” or affirmative options first (*i.e.*, Definitely would buy this product, Probably would buy this product, etc.; Q.30A), while half saw the “negative” options first (*i.e.*, Definitely would not buy this product, Probably would not buy this product, etc.; Q.30B). *See* Exhibit D, pp. 8 – 9.

E. THE 2011 RESEARCH IS FLAWED AND, IF ANYTHING, INDICATES THAT THE ALLEGED “SLEEP-RELATED” MISREPRESENTATIONS AND OMISSION WERE NOT LIKELY TO BE COMMON CAUSAL (MATERIAL) FACTORS IN CONSUMERS’ DECISIONS TO PURCHASE THE DISPUTED PRODUCTS

98. In their *Class Certification Motion*, as noted above, the Plaintiffs cite to a 2011 Research Summary¹⁰⁴ to support the assertion that “the removal of sleep references cause [*sic*] a significant reduction in consumer interest in the Sleeper.”¹⁰⁵ In particular, the Plaintiffs write:¹⁰⁶

[...] Fisher Price measured consumer interest of the RNPS when marketed three different ways: (1) a Rock ‘n Play Sleeper with reference to nighttime sleep, as it was currently marketed; (2) a Rock ‘n Play Soother for playtime and naptime with no reference to overnight sleep; and (3) a Rock ‘n Play Soother with a special seat design with no reference to nighttime sleep. Defendants’ research found that “[m]oms were significantly less likely to say they would purchase Rock n’ [*sic*] Play when it was described as a ‘Soothe’ than when described as a ‘Sleeper.’”

99. As an initial matter, it is my understanding that no underlying materials for the 2011 Research (including the instrument itself, specific questions and answer choices presented, and the raw data or the participants’ responses) could be obtained. Given that the Plaintiffs cite solely to the aforementioned 2011 Research Summary—and no other empirical evidence—to support the claim that removing sleep references from the disputed Fisher-Price products’ positioning would reduce consumer (purchase) interest, it is critical to carefully evaluate the research’s sample, underlying instrument (*e.g.*, questions and procedure), data, and results. When relying on a single research study as the sole support for a particular conclusion, it is important that the research report provide complete and detailed information on all relevant study characteristics, including an accurate analysis and reporting of the results and the full set of (screening and main)

¹⁰⁴ FSH0004127.

¹⁰⁵ *Class Certification Motion*, p. 6. See also p. 10.

¹⁰⁶ *Id.*, p. 10.

questionnaires, codes, results, and data tables required to rigorously evaluate the research.¹⁰⁷ I express no opinion if or how Fisher-Price used the 2011 Research Summary or the 2011 Research. But I note that the insufficient disclosure of, and lack of clarity regarding, the 2011 Research’s methodology, analyses, and data mean that the reported results *cannot* substantiate the Plaintiffs’ conclusion that “the removal of sleep references cause [*sic*] a significant reduction in consumer interest in the Sleeper.”¹⁰⁸

[REDACTED]

¹⁰⁷ See Diamond (2011), pp. 415 – 416.

¹⁰⁸ *Class Certification Motion*, p. 6.

¹⁰⁹ See “Rock n’ [*sic*] Play Sleeper New Positioning” presentation deck (FSH0004127).

E.1. [REDACTED]

101. A critical criterion in survey design is a proper definition of the consumer universe.¹¹⁰ Relatedly, the first two (of seven) factors for proper survey design listed in the *Manual for Complex Litigation* are:¹¹¹

- (i) the population was properly chosen and defined; and
- (ii) the sample chosen was representative of that population.

102. In the present litigation, the relevant consumer universe consists of potential purchasers of the disputed Fisher-Price products.¹¹² Thus, a survey that is used as the main empirical evidence in this case (to test the materiality of the disputed products' sleep-related references) should sample consumers who think they will personally purchase a baby product such as the disputed Fisher-Price product¹¹³ in the near future (*e.g.*, the next six months) for a baby who is zero to three months old.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

¹¹⁰ As Professor McCarthy writes: "The first step in designing a survey is to determine the "universe" to be studied. The universe is that segment of the population whose perceptions and state of mind are relevant to the issues in the case. Selection of the proper universe is a crucial step, for even if the proper questions are asked in a proper manner, if the wrong persons are asked, the results are likely to be irrelevant."; McCarthy, J. Thomas (2007), *McCarthy on Trademarks and Unfair Competition* (McCarthy), §32:159.

¹¹¹ *Manual for Complex Litigation* (2004), p. 103.

¹¹² See, *e.g.*, Barber, William G. (2012), "The Universe," in *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, Diamond, Shari S. and Jerre B. Swann (eds), Chicago, IL: American Bar Association, 27 – 49; Diamond (2011); Jay, E. Deborah (2013), "Ten Truths of False Advertising Surveys," *The Trademark Reporter*, 103(5), 1116 – 1171.

¹¹³ That is, a baby product to put a baby to lay, sit, sleep, be soothed, or play in. See also Question 11 in Exhibit D of this *Expert Report*.

¹¹⁴ FSHR0004129. [REDACTED]

[REDACTED]

¹¹⁵ See, e.g., Barber (2012); Diamond (2011); Jay (2013).

¹¹⁶ As Professor Diamond writes: “An overinclusive sampling frame generally presents less of a problem for interpretation than does an underinclusive sampling frame. If the survey expert can demonstrate that a sufficiently large (and representative) subset of respondents in the survey was drawn from the appropriate sampling frame, the responses obtained from that subset can be examined, and inferences about the relevant population can be drawn based on that subset. If the relevant subset cannot be identified, however, an overbroad sampling frame will reduce the value of the survey. **If the sampling frame does not include important groups in the target population, there is generally no way to know how the unrepresented members of the target population would have responded.** [Emphasis added; footnotes omitted]”; Diamond (2011), p. 379.

¹¹⁷ See FSHR0004132. [REDACTED]

[REDACTED]

[REDACTED]

¹¹⁸ See FSHR0004142.

¹¹⁹ See *ibid.*

¹²⁰

¹²¹ Participants in the “Sleeper” condition were exposed to a package and positioning statements characterized as the “original position” (*i.e.*, a Rock ‘n Play Sleeper containing references to nighttime sleep). See FSHR0004144.

[REDACTED]

¹²² See FSHR0004142. I calculated the percentages based on the tabulated data in the 2011 Research Summary, which appear to display raw frequency data, although it is not clearly specified whether this is the case. (As indicated in the presentation slide, participants could agree with multiple statements.) Note that the differences between the “Sleepers” versus “Soothes 1” conditions are statistically significant for intent to purchase (43% vs. 25%; $\chi^2(1) = 5.1, p = .02$) and intent to register (40% vs. 23%; $\chi^2(1) = 5.3, p = .02$).

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

¹²⁵ The results for product “liking” were identical to those reported for intent to register and similarly show no statistically significant differences between the “Sleeper” and “Soothe” conditions. As noted previously, the low levels of purchase intent, intent to register, and liking observed in the 2011 Research were likely due to the underinclusive sample, as acknowledged in the 2011 Research Summary (*see, e.g.*, FSHR0004132).

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

¹²⁶ See, e.g., McCarthy (2007), §32:163.

¹²⁷ See, e.g., Simonson, Itamar and Ran Kivetz (2012), “Demand Effects in Likelihood of Confusion Surveys,” in *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, Diamond, Shari S. and Jerre B. Swann (eds), Chicago, IL: American Bar Association, pp. 243 – 259. The importance of analyzing consumer responses to products and claims in the relevant context in which those products and claims appear is underscored by seminal research in cognitive psychology and decision making. See, e.g., Anderson, John R. (1985), *Cognitive Psychology and Its Implications*, New York, NY: W.H. Freeman and Company. Consistent with academic research and survey treatises, courts have given little or no weight to consumer surveys that failed to capture essential characteristics of the marketplace, such as surveys that depict the products at issue in a way that misrepresents reality. See, e.g., *Simon Property Group L.P. v. MySimon, Inc.*, 104 F. Supp. 2d 1033; 2000, U.S. Dist. S.D. Indiana; *Kargo Global, Inc. v. Advance Magazine Publishers, Inc.*, “Opinion & Order,” 06 Civ. 550 (U.S. SDNY; Aug. 2007); *THOIP v. The Walt Disney Co. et al.*, OPINION AND ORDER, (08 Civ. 6823; S.D. NY; Feb. 2010).

[illegible]

¹³⁶ Swann (2012), pp. 373 – 374. Swann also writes: “Nonetheless, surveys are still offered without a control cell or with a fundamentally inadequate control stimulus, and such surveys should be excluded or (in a bench trial) wholly discounted. One criterion for survey admissibility is that it have a known error margin, and without a scientific design and a defensible control stimulus, a survey cannot satisfy the reliability mandate” (p. 374).

[REDACTED]

F. CONCLUSION

120. The survey that I conducted in this litigation (described in Sections C and D of this *Expert Report*) followed fundamental standards of scientific surveys, including,

¹³⁷ Diamond, p. 399. *See also* Jacoby, Jacob (2013), “Settings, Stimuli, and Tasks,” in *Trademark Surveys: Designing, Implementing, and Evaluating Surveys (Vol. 1)*, Jacoby, Jacob (ed.), Chicago, IL: American Bar Association, p. 506 (“Strong controls are those that maximize the similarity between the control stimulus and the test stimulus. [...] In contrast, **weak controls are those that minimize the critical similarities between the test and control stimuli.**” [Emphasis added]).

¹³⁸ *See* FSHR0004144 – 6.

¹³⁹ *See* FSHR0004144.

inter alia: representing the relevant consumer universe; employing appropriate screening procedures; replicating marketplace conditions; and using an adequate control (*i.e.*, one which was identical to the “test” package except that it did not contain the alleged “sleep-related” misrepresentations and omission). Overall, my survey’s results from both the closed-ended and open-ended questions are highly consistent and unequivocally substantiate several conclusions.

121. *First*, the alleged “sleep-related” packaging misrepresentations and omission would *not* have significantly increased the putative class members’ likelihood of purchasing the disputed Fisher-Price product. Thus, the alleged misrepresentations and omission were *not* a common or material (causal) factor in the putative class members’ purchase decisions.

122. *Second*, participants’ purchase intention explanations also indicate that the alleged misrepresentations and omission were *not* a material or common purchase factor. Only a minority of test group participants (*i.e.*, 11.5% and 8.7%) mentioned sleep or product safety (respectively) as a reason to buy the disputed Fisher-Price product.

123. *Third*, the findings demonstrate that a variety of purchase motivations likely influenced the putative class members, with considerable heterogeneity arising across consumers. In particular, participants referenced a range of purchase motivations *unrelated* to sleep or safety, including such factors as brand name/recognition and the appearance of the package or product.

124. *Finally*, neither the package nor information from the manufacturer (*e.g.*, Fisher-Price’s website)—which include the alleged “sleep-related” misrepresentations and omission—is a predominant or common source that consumers (and the putative class members in particular) would use before purchasing a baby product such as the disputed Fisher-Price products. Instead, putative class members would have consulted a variety of different sources prior to purchasing the disputed Fisher-Price product, including searching

online, reading reviews, going on specific websites, checking social media, and asking other people (e.g., family, friends, other parents, etc.).

125. In addition, the 2011 Research is incapable of generating reliable and valid estimates of consumers' intentions to purchase the disputed products due to the alleged "sleep-related" misrepresentations and omission, as the research, inter alia: [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]


[REDACTED]

[REDACTED]

[REDACTED]

126. I reserve the right to supplement and/or revise my opinion and this report in response to any further information provided by the parties and/or in light of additional documents or testimony, which may be brought to my attention after the date of my signature below.

127. This *Expert Report* is to be used only for the purpose of this litigation and may not be published, distributed, or used for any other purpose without prior written consent from Dr. Ran Kivetz.



June 16, 2021

Date

Dr. Ran Kivetz, Ph.D.

EXHIBIT A: CURRICULUM VITAE OF DR. RAN KIVETZ

Dr. Ran Kivetz

Academic Curriculum Vitae – June 2021

Graduate School of Business, Columbia University, 3022 Broadway, NY, NY 10027

Tel: (212) 854-4555 | e-mail: rk566@columbia.edu

Education:

Ph.D., Stanford University, Graduate School of Business

Marketing, September 1996 - June 2000

M.A., Stanford University, Department of Psychology

Psychology, June 2000

B.A., Tel Aviv University

Economics and Psychology, June 1995

Academic Employment:

Philip H. Geier, Jr., Professor of Marketing, Columbia University Business School, 2008
- present

Professor of Business, Columbia University Business School, 2006 - 2008

Sidney Taurel Associate Professor of Business, Columbia University Business School,
2004 - 2006

Associate Professor, Columbia University Business School, 2003 - 2004

Assistant Professor, Columbia University Business School, 2000 – 2003

Publications:

Weiss, Liad and Ran Kivetz (2019), “Opportunity Cost Overestimation,” *Journal of Marketing Research*, 56(3), 518-533.

Simonson, Itamar and Ran Kivetz (2018), “Bringing (Contingent) Loss Aversion Down to Earth – A Comment on Gal & Rucker’s Rejection of “Losses Loom Larger Than Gains,” *Journal of Consumer Psychology*, 28(3), 517-522.

Kivetz, Ran, Rachel Meng, and Daniel He (2017), “Hyperopia: A Theory of Reverse Self-Control,” in *Handbook of Self-Control in Health and Well-Being*, de Ridder, Denise, Marieke Adriaanse, and Kentaro Fujita (eds), Routledge.

Kivetz, Ran and Yuhuang Zheng (2017), “The Effects of Promotions on Hedonic versus Utilitarian Purchases,” *Journal of Consumer Psychology*, 27(1), 59-68.

Publications: (continued)

Keinan, Anat, Ran Kivetz, and Oded Netzer (2016), "The Functional Alibi," *Journal of the Association for Consumer Research*, Special Issue on the Science of Hedonistic Consumption, 1(4), 479-496. (Lead article)

Rom Schrift, Ran Kivetz, and Oded Netzer (2016), "Complicating Decisions: The Work Ethic Heuristic and the Construction of Effortful Decisions," *Journal of Experimental Psychology: General*, 145(7), 807-829. (Lead article)

Sela, Aner, Itamar Simonson, and Ran Kivetz (2013), "Beating the Market: The Allure of Unintended Value," *Journal of Marketing Research*, 50(6), 691-705.

Gershoff, Andrew, Ran Kivetz, and Anat Keinan (2012), "Consumer Response to Versioning: How Brands' Production Methods Affect Perceptions of Unfairness," *Journal of Consumer Research*, 39(2), 382-398.

Simonson, Itamar and Ran Kivetz (2012), "Demand Effects in Likelihood of Confusion Surveys," in *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, Diamond, Shari S. and Jerre B. Swann (eds), Chicago, IL: American Bar Association, pp. 243-259.

Keinan, Anat and Ran Kivetz (2011), "Productivity Mindset and the Consumption of Collectable Experiences," *Journal of Consumer Research*, 37(6), 935-950. (Winner, 2011 *Ferber Award*)

Schrift, Rom, Oded Netzer, and Ran Kivetz (2011), "Complicating Choice," *Journal of Marketing Research*, 48(2), 308-326. (Winner, 2010 *Best Competitive Paper Award*, *Society of Consumer Psychology*)

Urminsky, Oleg and Ran Kivetz (2011), "Scope Insensitivity and the 'Mere Token' Effect," *Journal of Marketing Research*, 48(2), 282-295.

Levav, Jonathan, Ran Kivetz, and K. Cecile Cho (2010), "Motivational Compatibility and Choice Conflict," *Journal of Consumer Research*, 37(3), 429-442.

Keinan, Anat and Ran Kivetz (2008), "Remedying Hyperopia: The Effects of Self-Control Regret on Consumer Behavior," *Journal of Marketing Research*, 45(6), 676-689.

Kivetz, Ran, Oded Netzer, and Rom Schrift (2008), "The Synthesis of Preference: Bridging Behavioral Decision Research and Marketing Science," *Journal of Consumer Psychology*, 18(3), 179-186.

Keinan, Anat and Ran Kivetz (2008), "When Virtue Is a Vice," *Harvard Business Review*, July-August.

Publications: (continued)

Kivetz, Ran, "Farsightedness (2007)," in *International Encyclopedia of the Social Sciences*, 2nd Edition, Darity Jr., William (ed.), Detroit: Macmillan/Thomson Gale.

Kivetz, Ran, Oleg Urminsky, and Yuhuang Zheng (2006), "The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention," *Journal of Marketing Research*, 43(1), 39-58. (Finalist, 2011 William O'Dell Award; Finalist, 2007 Paul Green Award)

Kivetz, Ran and Anat Keinan (2006), "Repenting Hyperopia: An Analysis of Self-Control Regrets," *Journal of Consumer Research*, 33(2), 273-282. (Finalist, 2009 Best Article Award for a paper published in JCR in 2006)

Kivetz, Ran, and Yuhuang Zheng (2006), "Determinants of Justification and Self-Control," *Journal of Experimental Psychology: General*, 135(4), 572-587.

Rottenstreich, Yuval, and Ran Kivetz (2006), "On Decision Making without Likelihood Judgment," *Organizational Behavior and Human Decision Processes*, 101(1), 74-88.

Kivetz, Ran (2005), "Promotion Reactance: The Role of Effort-Reward Congruity," *Journal of Consumer Research*, 31(4), 725-736. (Winner, 2005 Ferber Award)

Kivetz, Ran, Oded Netzer, and V. Srinivasan (2004), "Alternative Models for Capturing the Compromise Effect," *Journal of Marketing Research*, 41(3), 237-257. (Lead article) (Finalist, 2009 William O'Dell Award; Finalist, 2005 Paul Green Award)

Kivetz, Ran, Oded Netzer, and V. Srinivasan (2004), "Extending Compromise Effect Models to Complex Buying Situations and Other Context Effects," *Journal of Marketing Research*, 41(3), 262-268.

Kivetz, Ran (2003), "The Effects of Effort and Intrinsic Motivation on Risky Choice," *Marketing Science*, 22(4), 477-502.

Kivetz, Ran and Itamar Simonson (2003), "The Idiosyncratic Fit Heuristic: Effort Advantage as a Determinant of Consumer Response to Loyalty Programs," *Journal of Marketing Research*, 40(4), 454-467.

Kivetz, Ran and Itamar Simonson (2002b), "Self-Control for the Righteous: Toward A Theory of Pre-Commitment to Indulgence," *Journal of Consumer Research*, 29(2), 199-217. (Finalist, 2005 Best Article Award for a paper published in JCR in 2002)

Kivetz, Ran and Itamar Simonson (2002a), "Earning the Right to Indulge: Effort as a Determinant of Customer Preferences Toward Frequency Program Rewards," *Journal of Marketing Research*, 39(2), 155-170. (Finalist, 2007 William O'Dell Award)

Publications: (continued)

Kivetz, Ran and Itamar Simonson (2000), "The Effects of Incomplete Information on Consumer Choice," *Journal of Marketing Research*, 37(4), 427-448. (*Finalist, 2005 William O'Dell Award*)

Kivetz, Ran (1999), "Advances in Research on Mental Accounting and Reason-Based Choice," *Marketing Letters*, 10(3), 249-266.

Work Under Review or Under Revision in Peer-Reviewed Journals:

Kivetz, Ran and Rachel Meng, "Circular Self-Rewards vs. Cash (Dis)Incentives: Motivating Effort, Goal Pursuit, and Positive Habits."

Pocheptsova, Anastasiya, Ran Kivetz, and Ravi Dhar, "Consumer Decisions to Rent versus Buy."

Manuscripts in Preparation:

Danziger, Shai, Liat Hadar, Ran Kivetz, and Itzhak Gnizy, "Price Quote Format and Inferred Artisanhip and Marketing Orientation."

He, Daniel and Ran Kivetz, "Being in the Moment: The Effects of Ephemeral Communication in Social Media."

Kivetz, Ran and Yifat Kivetz, "Reconciling Mood Congruency and Mood Regulation: The Role of Psychological Distance."

Shamis, Asaf and Ran Kivetz, "From Colonialism to Networked Colonialism: Personalized Networked Communications and Habermas's Theory of Modern Society."

Working Papers:

"Democracy between Private Space, Public Space, and Cyberspace," with Asaf Shamis.

"The Behavioral Economics of Incentives."

"Exercising Self-Control Through Self-reward," with Rachel Meng.

Selected Research-In-Progress:

“The Surprising Robustness of Prospect Theory in the Long Run.”

“The Effects of Reward Programs,” with Ricardo Montoya and Oded Netzer.

“The Bounded Rationality of Effort-Reward Choices: When Principles Overshadow Expectancies,” with Oleg Urminsky.

“The Intersection of Behavioral Economics and Political Science.”

“A Republic of Selfies: Personalizing Public Messages in Digital Media,” with Asaf Shamis & Daniel He.

“Tie Signaling in Social Media,” with Daniel He.

“Consumer Search.”

Academic Honors and Awards:

Finalist, 2016 William O’Dell Award for the Journal of Marketing Research article published in 2006 that “made the most significant long-term contribution to marketing theory, methodology, and/or practice”

Faculty Fellow of the Institute for Social and Economic Research and Policy, 2002-2015

Ranked by the American Marketing Association as one of the Top 50 most productive scholars in the premier marketing journals during 2010–2014

Finalist, 2014 Best Article Award for the Journal of Consumer Research article published in 2011

Ranked by the American Marketing Association as one of the Top 50 most productive scholars in the premier marketing journals during 2009-2013

Finalist, 2011 William O’Dell Award for the Journal of Marketing Research article published in 2006 that “made the most significant long-term contribution to marketing theory, methodology, and/or practice”

Winner of the 2010 Best Competitive Paper Award granted by the Society of Consumer Psychology

Academic Honors and Awards: (continued)

Rated as the third most prolific scholar in the leading marketing journals during 1982-2006 (Seggie, S. H. and D. A. Griffith, 2009; “What Does It Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals,” *Journal of Marketing*, 73(1), 122-132.)

Finalist, 2009 William O’Dell Award for the *Journal of Marketing Research* article published in 2004 that “made the most significant long-term contribution to marketing theory, methodology, and/or practice.”

Finalist, 2009 Best Article Award for the *Journal of Consumer Research* article published in 2006

Winner of the 2007 Early Contribution Award from the Society of Consumer Psychology

Finalist, 2007 William O’Dell Award for the *Journal of Marketing Research* article published in 2002 that “made the most significant long-term contribution to marketing theory, methodology, and/or practice”

Finalist, 2007 Paul Green Award for the *Journal of Marketing Research* article published in 2004 that “demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing”

Winner of the 2005 Ferber Award granted to the “best interdisciplinary dissertation article published in the latest volume of the *Journal of Consumer Research*”

Finalist, 2005 William O’Dell Award for the *Journal of Marketing Research* article published in 2000 that “made the most significant long-term contribution to marketing theory, methodology, and/or practice”

Finalist, 2005 Best Article Award for the *Journal of Consumer Research* article published in 2002

Finalist, 2005 Paul Green Award for the *Journal of Marketing Research* article published in 2004 that “demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing.”

Winner of the 2005 Columbia Business School Dean’s Award for Innovation in the Curriculum

Lang Faculty Research Fellowship in Entrepreneurship, 2005

Lang Faculty Research Fellowship in Entrepreneurship, 2004

Outstanding Reviewer Award, *Journal of Consumer Research*, 2003-2004

Academic Honors and Awards: (continued)

Invited as Faculty Presenter, 2004 Association for Consumer Research Doctoral Symposium

Young Scholars Program, Marketing Science Institute, 2003

Research Grant, Columbia Center for Excellence in E-Business, 2003

Seed Grant, Institute for Social and Economic Research and Policy, 2001

Doctoral Consortium Fellow, American Marketing Association, 1999

Ph.D. Merit Award, Stanford Graduate School of Business, 1999

Graduate Fellow and Grant, Stanford Center on Conflict and Negotiation, 1997-1998

Jaedicke Award Scholar (in recognition of outstanding academic performance), Stanford Graduate School of Business, 1996-1997

Dean's Honor List with Distinction, Faculty of Social Sciences (Economics), Tel Aviv University, 1995

Teaching:

Winner of the Columbia Business School 2005 Dean's Award for Innovation in the Curriculum

Ph.D. Courses

Bridging Behavioral Economics with Marketing Science (Fall 2019)
Student Evaluation 4.9 on 5-point scale

Bridging Behavioral Economics with Marketing Science (Spring 2018)
Student Evaluation 5.0 on 5-point scale

Bridging Behavioral Economics with Marketing Science (Spring 2016)
Student Evaluation 4.2 on 5-point scale

Bridging Behavioral Decision Research with Marketing Science (Spring 2013)
Student Evaluation 5.0 on 5-point scale

Bridging Behavioral Decision Research with Marketing Science (Spring 2011)
Student Evaluation 4.7 on 5-point scale

Bridging Behavioral Decision Research with Marketing Science (Spring 2008)
Student Evaluation 5.0 on 5-point scale

Bridging Behavioral Decision Research with Marketing Science (Spring 2005)
Student Evaluation 4.8 on 5-point scale

Consumer Behavior – I (Fall 2005)
Student Evaluation 4.7 on 5-point scale

Multidisciplinary Approaches to Human Decision Making (Spring 2004)

Bridging Behavioral Decision Research with Marketing Science (Spring 2003)
Student Evaluation 4.8 on 5-point scale

Multidisciplinary Approaches to Human Decision Making (Spring 2002)

Totally Eclectic Seminar in Marketing (Spring 2001)
Student Evaluation 6.2 on 7-point scale

Teaching: (continued)

High-Technology Entrepreneurship (Executive MBA Elective)

Spring 2019 (1 section)

Student Evaluation 4.5 on 5-point scale

Spring 2018 (1 section)

Student Evaluation 4.6 on 5-point scale

Spring 2017 (1 section)

Student Evaluation 4.5 on 5-point scale

High-Technology Entrepreneurship (Executive MBA & MBA Elective)

Spring 2016 (1 section)

Student Evaluation 4.6 on 5-point scale

Spring 2009 (Master Class: 1 section)

Student Evaluation 4.7 on 5-point scale

Spring 2008 (Master Class: 1 section)

Student Evaluation 4.4 on 5-point scale

High-Technology Marketing and Entrepreneurship (Executive MBA Elective)

Spring 2008 (1 section)

Student Evaluation 4.5 on 5-point scale

Spring 2006 (1 section)

Student Evaluation 4.5 on 5-point scale

Spring 2005 (1 section)

Student Evaluation 4.9 on 5-point scale

Spring 2004 (1 section)

Student Evaluation 5.0 on 5-point scale

Spring 2003 (1 section)

Student Evaluation 5.0 on 5-point scale

Spring 2001 (1 section)

Student Evaluation 6.5 on 7-point scale

High-Technology Marketing and Entrepreneurship (MBA Elective)

Spring 2007 (1 section)

Student Evaluation 4.3 on 5-point scale

Spring 2006 (1 section)

Student Evaluation 4.5 on 5-point scale

Spring 2004 (1 section)

Teaching: (continued)

Student Evaluation 4.9 on 5-point scale

Spring 2003 (1 section)

Student Evaluation 4.4 on 5-point scale

Spring 2002 (1 section)

Student Evaluation 6.4 on 7-point scale

Spring 2001 (1 section)

Student Evaluation 6.4 on 7-point scale

Marketing Strategy and Management (Core Executive MBA Course)

Spring 2021 (2 sections)

Student Evaluations 4.1 and 4.1 on 5-point scales

Fall 2020 (2 sections)

Student Evaluations 4.0 and 3.7 on 5-point scales

Spring 2020 (2 sections)

Student Evaluations 3.8 and 3.7 on 5-point scales

Fall 2019 (1 section)

Student Evaluation 4.9 on 5-point scale

Spring 2019 (2 sections)

Student Evaluations 4.2 and 3.2 on 5-point scales

Fall 2018 (1 section)

Student Evaluation 4.8 on 5-point scale

Spring 2016 (1 section)

Student Evaluation 5.0 on 5-point scale

Spring 2012 (2 sections)

Student Evaluations 4.7 and 4.9 on 5-point scales

Marketing Strategy (Core MBA Course)

Fall 2013 (3 sections)

Student Evaluations 4.1, 3.8, and 4.1 on 5-point scales

Fall 2012 (3 sections)

Student Evaluations 3.9, 3.1, and 3.2 on 5-point scales

Fall 2011 (3 sections)

Student Evaluations 4.4, 3.8, and 4.1 on 5-point scales

Teaching: (continued)

Marketing Strategy (Core MBA Course)

Fall 2010 (3 sections)

Student Evaluations 4.5, 3.7, and 4.2 on 5-point scales

Fall 2009 (3 sections)

Student Evaluations 4.4, 4.3, and 4.2 on 5-point scales

Marketing Management (Undergraduate Course)

Fall 2019 (1 section)

Student Evaluations 4.3 on 5-point scale

Spring 2019 (1 section)

Student Evaluations 4.4 on 5-point scale

Fall 2018 (1 section)

Student Evaluations 4.7 on 5-point scale

Spring 2017 (1 section)

Student Evaluations 4.8 on 5-point scale

Spring 2014 (1 section)

Student Evaluations 4.7 on 5-point scale

The Marketing of a Nation: Israel (Master Class)

Spring 2009 (1 section)

Student Evaluation 4.8 on 5-point scale

Columbia Business School Global Immersion Program

Global Immersion Israel: Leadership & Innovation (March 2018)

Columbia Business School Executive Education Program

Design Your Innovation Blueprint (March 2017)

Innovate on Demand (November 2014; November 2015)

Innovation and Entrepreneurship (IE) @Columbia (February 2013; February 2014)

Columbia Senior Executive Program (May 2010; October 2010; May 2011; July 2012)

Marketing and Innovation (June 2013; June 2014; November 2014)

Customer Centricity (May 2010; September 2010; October 2011; February 2012)

New Product Development and Innovation (October 2002; June 2003)

Marketing Management: Strategies, Processes & Tools for Today's Challenges (Sep. 02; Apr. '03)

Marketing Management (April 2002)

Marketing Management in the New Economy (April 2001)

Main Advisor for:

Daniel He, Assistant Professor at the National University of Singapore (NUS)

Anat Keinan, Associate Professor at Boston University (formerly Associate Professor at Harvard Business School)

Rachel Meng

Rom Schrift, Associate Professor at Indiana University (formerly Assistant Professor at Wharton; co-advisor with Oded Netzer)

Oleg Urminsky, Full Professor at Chicago Booth School of Business

Yuhuang Zheng, Associate Professor at Tsinghua University

Doctoral Committee Member for:

Tamar Avnet, University of Toronto

Josko Brakus, University of Rochester

Cecile Cho, University of California Riverside

Yael Karlinsky-Shichor, Northeastern University

Yaoli Mao, Autodesk, Inc.

Valentina Melnyk, Tilburg University

Anirban Mukhopadhyay, Hong Kong University of Science and Technology (HKUST)

Qitian Ren, Chinese University of Hong Kong (Shenzhen)

Aner Sela, University of Florida

Kavita Srivastava, Indian Institute of Technology

Liad Weiss, University of Wisconsin – Madison

Conference Publications:

Danziger, Shai, Liat Hadar, Ran Kivetz, and Itzhak Gnizy (2019), “Price Quote Format and Inferred Artisanry and Marketing Orientation,” special session paper presented at Society for Consumer Psychology Conference (SCP), Savannah, GA.

He, Daniel and Ran Kivetz (2017), “Technology-Driven Consumption,” special session presented at Society for Consumer Psychology Conference (SCP), San Francisco, CA.

He, Daniel and Ran Kivetz (2016), “Ephemeral Messaging: Intimacy, Spontaneity, and Creativity in Fleeting Experiences,” competitive paper presented at Association for Consumer Research Conference (ACR), Berlin, Germany.

Conference Publications: (continued)

Meng, Rachel and Ran Kivetz (2016), “Motivating Choices and Performance: Beyond Monetary Incentives,” Association for Consumer Research Conference (ACR), Berlin, Germany.

He, Daniel and Ran Kivetz (2015), “Tie Signaling,” in *NA - Advances in Consumer Research* Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research.

Netzer, Oded, Ran Kivetz, and Rom Schrift (2015), “Complicating Decisions: the Effort-Outcome Link and the Construction of Effortful Decision Processes,” in *NA - Advances in Consumer Research* Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research.

Weiss, Liad and Ran Kivetz (2014), “Following-Through Opportunities: the Effects of Incidental Versus Inherent Choices,” in *NA - Advances in Consumer Research* Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research.

Simonson, Itamar, Aner Sela, and Ran Kivetz (2013), “Beating the Market: Competitive Mindset and the Allure of Unintended Value,” in *NA - Advances in Consumer Research* Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research.

Weiss, Liad and Ran Kivetz (2011), “When Not Redeeming a Coupon Feels Like Missing More Than Its Value,” in *E - European Advances in Consumer Research* Volume 9, eds. Alan Bradshaw, Chris Hackley, and Pauline Maclaran, Duluth, MN: Association for Consumer Research.

Schrift, Rom, Ran Kivetz, and Oded Netzer (2011), “Creating the Illusion of Choice Through Selective Information Search and Retrieval,” in *NA - Advances in Consumer Research* Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research.

Schrift, Rom, Oded Netzer, and Ran Kivetz (2010), “Complicating Choice,” in *NA - Advances in Consumer Research* Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.

Sela, Aner, Itamar Simonson, and Ran Kivetz (2010), “Negative Effects of Explicit Customization on Perceptions of Opportunity,” in *NA - Advances in Consumer Research* Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.

Conference Publications: (continued)

Keinan, Anat, Ran Kivetz, and Oded Netzer (2009), “Functional Alibi,” in *NA - Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research.

Kivetz, Ran and Anat Keinan (2009), “Hyperopia: A Theory of Reverse Self-Control,” in *NA - Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research.

Zheng, Yuhuang and Ran Kivetz (2009), “The Differential Promotion Effectiveness on Hedonic Versus Utilitarian Products,” in *NA - Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research.

Pocheptsova, Anastasiya, Ran Kivetz, and Ravi Dhar (2008), “Consumer Decisions to Rent Vs. Buy,” in *NA - Advances in Consumer Research* Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research.

Keinan, Anat and Ran Kivetz (2008), “Productivity Mindset and the Consumption of Collectable Experiences,” in *NA - Advances in Consumer Research* Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research.

Levav, Jonathan, Ran Kivetz, and Cecile Cho (2008), “Too Much Fit? How Regulatory Fit Can Turn Us Into Buridan’s Asses,” in *NA - Advances in Consumer Research* Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research.

Keinan, Anat and Ran Kivetz (2007), “Remedying Hyperopia: the Effects of Self-Control Regret on Consumer Behavior,” in *NA - Advances in Consumer Research* Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research.

Urminsky, Oleg and Ran Kivetz (2007), “Scope Insensitivity in the Service of the Rational Self: the ‘Mere Token’ Effect,” in *NA - Advances in Consumer Research* Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research.

Zheng, Yuhuang and Ran Kivetz (2007), “Effort, Excellence and Income Stinginess: How Do People Justify Self-Gratification?,” in *E - European Advances in Consumer Research* Volume 8, eds. Stefania Borghini, Mary Ann McGrath, and Cele Otnes, Duluth, MN: Association for Consumer Research.

Conference Publications: (continued)

Kivetz, Ran and Drazen Prelect (2006), "Goal Distance and Consumer Choice," in *NA - Advances in Consumer Research* Volume 33, eds. Connie Pechmann and Linda Price, Duluth, MN: Association for Consumer Research.

Kivetz, Ran and Klaus Wertenbroch (2006), "Emerging Perspectives on Self-Control," in *NA - Advances in Consumer Research* Volume 33, eds. Connie Pechmann and Linda Price, Duluth, MN: Association for Consumer Research.

Chernev, Alexander and Ran Kivetz (2005), "Goals and Mindsets in Consumer Choice," in *NA - Advances in Consumer Research*, eds. Gita Menon and Akshay Rao, Volume 32, Provo, UT: Association for Consumer Research.

Kivetz, Ran, Oded Netzer, and V. Srinivasan (2002), "Alternative Models for Capturing the Compromise Effect," in *NA - Advances in Consumer Research*, ed. Punam Anand Keller and Dennis Rook, Volume 30, Provo, UT: Association for Consumer Research.

Kivetz, Ran (2001), "Consumer Preferences Towards Frequency Programs," in *NA - Advances in Consumer Research* Volume 28, eds. Mary C. Gilly and Joan Meyers-Levy, Valdosta, GA : Association for Consumer Research.

Kivetz, Ran and Michal Strahilevitz (2001), "Factors Affecting Consumer Choices Between Hedonic and Utilitarian Options," in *NA - Advances in Consumer Research* Volume 28, eds. Mary C. Gilly and Joan Meyers-Levy, Valdosta, GA : Association for Consumer Research.

Kivetz, Ran (2000), "Hedonic and Utilitarian Motivations in Consumer Choice," in *NA - Advances in Consumer Research* Volume 27, eds. Stephen J. Hoch and Robert J. Meyer, Provo, UT: Association for Consumer Research.

Kivetz, Ran (1999), "Advances in Research on Mental Accounting and Reason-Based Choice," in HEC Symposium on *Advances in Choice Theory*, Conference Summary, Report No. 99-121, Gilles Laurent (ed.), Marketing Science Institute.

Chakravarti, Agnish, Susan Chiu, Ran Kivetz, and Itamar Simonson (1999), "Regret and Self-Congratulation From the Head and From the Heart," *Advances in Consumer Research*, ed. Eric J. Arnould and Linda M. Scott, Volume 26, Provo, UT: Association for Consumer Research.

Selected Conference Presentations:

“Self-Rewards and Cash (Dis)Incentives,” with Rachel Meng, Marketing Analytics Symposium, Sydney, Australia, February 2020.

“Change – Attention – Shift,” with Rachel Meng, 11th Triennial Invitational Choice Symposium, May – June 2019.

“Self-Rewards and Cash (Dis)Incentives,” 4th Collier Conference on Behavioral Economics, Tel Aviv, Israel, June 2019.

“Self-Rewards and Cash (Dis)Incentives” with Rachel Meng, INFORMS Marketing Science Conference, Rome, Italy, June 2019.

“Technology-Driven Consumption,” with Daniel He, Society for Consumer Psychology Conference (SCP), San Francisco, CA, 2017.

“The Consumption of Digital Live Content: How Live Streaming Enhances Engagement in Uninteresting Content,” with Daniel He and Jonathan Hurwitz, Association for Consumer Research Conference (ACR), San Diego, CA, 2017.

“The Compensation-Driven Nature of Monetary Rewards,” with Rachel Meng, Society for Consumer Psychology Conference (SCP), San Francisco, CA, 2017.

“Ephemeral Messaging: Intimacy, Spontaneity, and Creativity in Fleeting Experiences,” with Daniel He, Association for Consumer Research Conference (ACR), Berlin, Germany, 2016.

“Motivating Choices and Performance: Beyond Monetary Incentives,” with Rachel Meng, Association for Consumer Research Conference (ACR), Berlin, Germany, 2016.

“Consumer Decisions to Rent versus Buy,” with Anastasiya Pocheptsova and Ravi Dhar, Association for Consumer Research Conference, Berlin, Germany, 2016.

“Motivating Choices and Performance: Beyond Monetary Incentives,” with Rachel Meng, Society for Judgment and Decision Making, Boston, Massachusetts, 2016.

“Opportunity Cost Overestimation in Choices among Opportunities versus Alternatives,” with Liad Weiss, Society for Judgment and Decision Making, Boston, Massachusetts, 2016.

“Consumer Behavior in Social Media” with Daniel He, Association for Consumer Research Conference, New Orleans, LA, October 2015.

“Illusions of Preference Construction,” with Rom Schrift and Oded Netzer, Association for Consumer Research Conference, New Orleans, LA, October 2015.

Selected Conference Presentations: (continued)

“Creating the Illusion of Choice through Selective Information Search and Retrieval,” with Rom Schrift and Oded Netzer, Association for Consumer Research Conference, St. Louis, MO, October 2011.

“Seeing-Through Opportunities: The Effects of Incidental versus Inherent Choices” with Liad Weiss, Judgment and Decision Making Conference, Seattle, WA, November 2011.

“The Effects of Reward Programs” with Ricardo Montoya and Oded Netzer, INFORMS Marketing Science Conference, Rice University, Houston, TX, June 2011.

“Complicating Choice,” with Rom Schrift and Oded Netzer, Society for Consumer Psychology Conference, St. Pete Beach, FL, February 2010.

“Complicating Choice,” with Rom Schrift and Oded Netzer, Judgment and Decision Making Conference, Boston, MA, November 2009.

“Using Survey Controls Effectively,” NAD Annual Conference: What’s New in Comparative Advertising, Claim Support and Self-Regulation?, New York, NY, October 2009.

“Complicating Choice,” with Rom Schrift and Oded Netzer, Association for Consumer Research Conference, Pittsburgh, PA, September 2009.

“Hyperopia: A Theory of Reverse Self-Control,” with Anat Keinan, Association for Consumer Research Conference, San Francisco, CA, October, 2008.

“The Functional Alibi,” with Anat Keinan and Oded Netzer, Association for Consumer Research Conference, San Francisco, CA, October 2008.

“The Impact of Marketing Promotions on Hedonic versus Utilitarian Purchases,” with Yuhuang Zheng, Association for Consumer Research Conference, San Francisco, CA, October 2008.

“The Functional Alibi,” with Anat Keinan and Oded Netzer, 11th Biennial Behavioral Decision Research in Management Conference, San Diego, CA, April 2008.

“From Diligence to Hindrance,” with Rom Schrift and Oded Netzer, Marketing in Israel Conference, Tel Aviv University, Tel Aviv, Israel, December 2008.

“Hyperopia,” University of Pennsylvania (Wharton), Philadelphia, PA, June 2007.

“Consumer Decisions to Rent versus Buy,” with Anastasiya Pocheptsova and Ravi Dhar, Association for Consumer Research Conference, Memphis, TN, October 2007.

Selected Conference Presentations: (continued)

“Productivity Mindset and the Consumption of Collectable Experiences,” with Anat Keinan, Association for Consumer Research Conference, Memphis, TN, October 2007.

“Too Much Fit? How Regulatory Fit Can Turn Us into Buridan’s Asses,” with Jonathan Levav and K. Cecile Cho, Association for Consumer Research Conference, Memphis, TN, October 2007.

“Remedying Hyperopia: The Effects of Self-Control Regret on Consumer Behavior,” with Anat Keinan, 10th Biennial Behavioral Decision Research in Management Conference, Los Angeles, CA, June 2006.

“Scope Insensitivity and The Mere Token Effect,” with Oleg Urminsky, 10th Biennial Behavioral Decision Research in Management Conference, Los Angeles, CA, June 2006.

“Hyperopia: A Theory of Reverse Self-Control”, Symposium on “Self-Control Processes: New Theoretical and Empirical Directions,” Society for Personality and Social Psychology Annual Meeting, Palm Springs, California, 2006.

“The Psychology of Rewards: Principles of Expectancies?,” with Oleg Urminsky, Judgment and Decision Making Conference, Toronto, Canada, November 2005.

“Repenting Hyperopia: An Analysis of Self-Control Regrets,” with Anat Keinan, Judgment and Decision Making Conference, Toronto, Canada, November 2005.

“Goal Distance and Consumer Choice” (Session Co-Chair), and “The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention,” with Oleg Urminsky and Yuhuang Zheng, Association for Consumer Research Conference, San Antonio, Texas, October 2005.

“Emerging Perspectives on Self-Control” (Session Co-Chair), and “Determinants of Justification and Self-Control,” with Yuhuang Zheng, Association for Consumer Research Conference, San Antonio, Texas, October 2005.

“Repenting Hyperopia: An Analysis of Self-Control Regrets,” with Anat Keinan, Association for Consumer Research Conference, San Antonio, Texas, October 2005.

“Inducing Hyperopia through Inconsequential Early Rewards: A Consumer-Welfare-Enhancing Violation of the Invariance Axiom,” with Oleg Urminsky, Association for Consumer Research Conference, San Antonio, Texas, October 2005.

“The Effects of Effort and Intrinsic Motivation on Risky Choice,” INFORMS Marketing Science Conference, Emory University, Atlanta, GA, June 2005.

Selected Conference Presentations: (continued)

“The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention,” with Oleg Urminsky and Yuhuang Zheng, INFORMS Marketing Science Conference, Emory University, Atlanta, GA, June 2005.

“The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention,” with Oleg Urminsky and Yuhuang Zheng, Judgment and Decision Making Conference, Minnesota, November 2004.

“The Effects of Effort and Intrinsic Motivation on Risky Choice,” Judgment and Decision Making Conference, Minnesota, November 2004.

Invited to present in session on “Goals, Impulses, and Self-Control,” Association for Consumer Research Doctoral Symposium, Portland, Oregon, October 2004.

Discussion Leader for special session on “Simple Payments and Complex Rewards...,” Association for Consumer Research Conference, Portland, Oregon, October 2004.

“Promotion Reactance: The Role of Effort-Reward Congruity,” Association for Consumer Research Conference, Portland, Oregon, October 2004.

“Principles or Probabilities: When Value Overshadows Expected Value,” with Oleg Urminsky, Association for Consumer Research Conference, Portland, Oregon, October 2004.

“How do Promotion Programs Affect Consumers’ Purchase Decisions: A Behavioral Perspective,” with Yuhuang Zheng, INFORMS Marketing Science Conference, Erasmus University, Rotterdam, The Netherlands, June 2004.

Discussion Leader for special session on “Understanding the Evaluation of Future Events,” Association for Consumer Research Conference, Toronto, Canada, October 2003.

“Consumer Self-Control and Time-Discounting,” with Oleg Urminsky, Judgment and Decision Making Conference, Vancouver, Canada, November 2003.

“Mindsets of Decision Making,” with Yuval Rottenstreich, Judgment and Decision Making Conference, Vancouver, Canada, November 2003.

“Consumer Self-Control and Time-Discounting,” with Oleg Urminsky, Association for Consumer Research Conference, Toronto, Canada, October 2003.

“The Effects of Effort and Intrinsic Motivation on Risky Choice,” Marketing Science Institute Young Scholars Program, Park City, UT, March 2003.

Selected Conference Presentations: (continued)

“Does the End Justify the Means? The Impact of Effort on Preferences toward the Certainty and Magnitude of Rewards,” Association for Consumer Research Conference, Atlanta, GA, 2002.

“Alternative Models for Capturing the Compromise Effect,” with Oded Netzer and V. Srinivasan, Association for Consumer Research Conference, Atlanta, GA, October 2002.

“Alternative Models for Capturing the Compromise Effect,” with Oded Netzer and V. Srinivasan, Marketing Science Conference, Alberta, Canada, June 2002.

“Self-Control for the Righteous: Toward a Theory of Pre-Commitment to Indulgence,” with Itamar Simonson, Four School Seminar, New York University, May 2002.

“Self-Control for the Righteous: Toward a Theory of Luxury Pre-commitment,” with Itamar Simonson, Judgment and Decision Making Conference, Orlando, FL, November 2001.

“The Influence of Hedonic Concreteness on Mood Regulation versus Mood Congruency,” with Yifat Kivetz, Association for Consumer Research Conference, Austin, TX, October 2001.

“Self-Control for the Righteous: Toward a Theory of Luxury Pre-commitment,” with Itamar Simonson, UC Berkeley Choice Symposium, Monterey, CA, June 2001.

“Consumer Preferences Towards Frequency Programs” (Session Chair), and “The Effects of Effort and Idiosyncratic Fit on Preference Towards Frequency Programs,” with Itamar Simonson, Association for Consumer Research Conference, Salt Lake City, Utah, October 2000.

“Consumer Choices between Hedonic and Utilitarian Options” (Session Co-Chair), and “Earning the Right to Indulge: Effort as a Determinant of Customer Preferences Towards Frequency Program Rewards,” with Itamar Simonson, ACR Conference, Salt Lake City, Utah, October 2000.

“Hedonic and Utilitarian Motivations in Consumer Choice” (Session Chair), and “The Joyless Consumer: Using Self-Control Strategies to Increase Hedonic Consumption,” with Itamar Simonson, Association for Consumer Research Conference, Columbus, Ohio, October 1999.

“The Effects of Incomplete Information on Consumer Choice,” with Itamar Simonson, Association for Consumer Research Conference, Columbus, Ohio, October 1999.

Selected Conference Presentations: (continued)

“Regret and Self-Congratulation From the Head and From the Heart,” with Chakravarti, Agnish, Susan Chiu, and Itamar Simonson, Association for Consumer Research Conference, Montreal, Canada, October 1998.

“Intransitive Consumer Choice: The Effects of Incomplete Information,” with Itamar Simonson, HEC Choice Symposium, Groupe HEC, Jouy-en-Josas (Paris), France, July 1998.

“Intransitive Consumer Choice: The Effects of Incomplete Information,” with Itamar Simonson, INFORMS Israel, Tel Aviv, Israel, June 1998.

“Intransitive Consumer Choice: The Effects of Incomplete Information,” with Itamar Simonson, Boulder-Colorado Behavioral Decision Theory Camp, Boulder, Colorado, October 1997.

“The Psychology of Versioning: Counterfactual Thinking as a Determinant of Fairness Perceptions and Choice,” with Andrew Gershoff, ACR Conference, Toronto, Canada, October 2003.

Selected Invited Talks:

Vienna University of Economics and Business, forthcoming

5th Collier Conference on Behavioral Economics, forthcoming, Tel Aviv

Marketing Analytics Symposium – Sydney (MASS), February 2020

11th Triennial Invitational Choice Symposium, May-June 2019

4th Collier Conference on Behavioral Economics, June 2019, Tel Aviv

“Marketing Israel,” Israeli-American Council.

Licensing Executives Society (LES) 2012 Winter Meeting. March 2012

American Bar Association Section of Antitrust Law. November 2010

Tel Aviv University, Recanati Graduate School of Business Administration. August 2010

The 2009 NAD Annual Conference: What’s New in Comparative Advertising, Claim Support and Self-Regulation? October 2009

New York University psychology department. March 2009

Israel Business Conference. December 2008

Selected Invited Talks: (continued)

Stanford University, Graduate School of Business, marketing department. October 2008

Olin Business School at Washington University. May 2008

Duke University marketing department. April 2008

Yale University marketing department. April 2007

MIT marketing department. September 2006

University of Chicago marketing department. January 2006

Arison School of Business, The Interdisciplinary Center Herzliya (IDC). January 2006

Tilburg University, Faculty of Economics and Business Administration and Tias
Business School, Marketing Research Camp. December 2005

Northwestern University (Kellogg), Marketing Research Camp. September 2005

Stanford University, Graduate School of Business, marketing department. May 2005

University of Pennsylvania (Wharton), Philadelphia PA. November 2004

University of Florida marketing department, Winter Research Retreat. March 2004

Marketing Modellers Group, New York. March 2004

Center for the Decision Sciences, Columbia University. April 2003

Young Scholars Program, Marketing Science Institute. March 2003

MIT marketing department. February 2003

University of Chicago marketing department. January 2003

School of Business, Rutgers University – Camden Campus. November 2002

Arison School of Business, The Interdisciplinary Center Herzliya (IDC). June 2002

Social Psychology Network, Columbia University. May 2002

Center for the Decision Sciences, Columbia University. April 2002

NYU marketing department. March 2002

UC Berkeley marketing department. November 2001

2001 UC Berkeley Invitational Choice Symposium. June 2001

University of Texas at Austin, marketing research camp. April 2001

Selected Invited Talks: (continued)

MIT marketing department. April 2001

Center for the Decision Sciences, Columbia University. February 2001

Northwestern University, Evanston Illinois. December 1999

Duke University, Durham NC. November 1999

University of Chicago, Chicago Illinois. November 1999

Cornell University, Ithaca NY. November 1999

Dartmouth College, Hanover, New Hampshire. November 1999

University of California, Berkeley, Berkeley CA. October 1999

Yale University, New Haven Connecticut. October 1999

University of Pennsylvania (Wharton), Philadelphia PA. October 1999

Columbia University, New York NY. October 1999

University of Southern California, Los Angeles CA. October 1999

Stanford University Psychology Department, Stanford CA. November 1998

1998 Groupe HEC Invitational Choice Symposium. July 1998

Boulder-Colorado Behavioral Decision Theory Camp, Boulder, Colorado. October 1997.

External Professional Activities & Service:

Guest Editor:

Journal of Marketing Research

Guest Area/Associate Editor:

Marketing Science

Management Science

Association for Consumer Research

Editorial Boards:

Journal of Marketing Research

Applied Economics Research Bulletin

Marketing Letters

Reviewer:

Marketing Science, Quantitative Marketing and Economics, Journal of Experimental Psychology: General, Psychological Science, Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, International Journal of Research in Marketing, Organizational Behavior and Human Decision Processes, Journal of Behavioral Decision Making, Journal of Service Research, Journal of Economic Psychology, Association for Consumer Research, Society for Consumer Psychology, Behavioral Decision Research in Management Conference, National Science Foundation.

Intel Science Talent Search, Advisor for:

Gregg Gefen, Great Neck North High School (Semi-finalist, 2002)

Jukay Hsu, Stuyvesant High School (Semi-finalist, 2001)

Internal Professional Activities & Service:

Service to University:

M.S. in Entrepreneurship & Innovation Working Group, 2016

Co-chair of the Provost's Faculty Advisory Committee on Entrepreneurship, 2013-2014

Faculty Fellow of the Institute for Social and Economic Research and Policy (ISERP), 2002-2015

Guest Speaker, Columbia University & Columbia Business School Chicago Alumni Clubs

Panel Discussant, "The Psychology of Money," Columbia University Annual Alumni and Development Officers Retreat, July 15, 2009

Panel Discussant, "The Psychology of Money," GSAS Conversations with Alumni, Columbia University Graduate School of Arts and Sciences, April 20, 2009

Service to Business School:

Member of the Marketing Division Senior Faculty Recruiting Committee, 2018 – present

Junior Faculty Research Liaison Committee, 2015 - 2019

Columbia Business School's Conflict of Interest and Conflict of Commitment Policy Review Committee, 2017

Strategy Creation Committee, 2013 - 2014

Core-Coordinator Committee, 2012 - 2014

Committee on the Structure of the Core, 2012

Faculty Committee on the Core Curriculum, 2011-2012

Committee on Enhancing the Effectiveness of the Core Curriculum, 2011

Faculty Ad-Hoc Committee on Columbia Business School Budget Guidelines, 2009

Columbia Business School Green Committee, 2009

Project Adviser for MBA and Executive MBA Independent Projects, 2002-present

MBA Admissions Committee, 2002 - 2006

Finance (Real Estate) Division Faculty Search Committee, 2003-2004

Management Division Faculty Search Committee, 2001-2002

Student Faculty Academic Affairs Committee (SFAAC), 2000-2001

Internal Professional Activities & Service: (continued)

Service to Marketing Division:

Member of the Marketing Division Senior Faculty Recruiting Committee, 2018 – present
Member of the Marketing Division Faculty Recruiting Committee, 2020 – present
Chair of the Marketing Division Communications and Outreach Committee, 2019 – present
Member of the Marketing Division Senior Faculty Recruiting Committee, 2018 – present
Junior Faculty Research Liaison for the Marketing Division, 2015 – 2019
Member of the Marketing Division Faculty Recruiting Committee, 2016 – 2018
Member of the Marketing Division Ph.D. Committee, 2016 – 2018
Chair of the Marketing Division Faculty Recruiting Committee, 2015
Coordinator of the Marketing Strategy Core Course, 2011 – 2014
Chair of the Marketing Division Ph.D. Committee, 2011 – 2013
Co-chair of the Marketing Division Faculty Recruiting Committee, 2010
Member of the Marketing Division Faculty Recruiting Committee, 2002 – 2008
Chair of the Marketing Division Ph.D. Committee, 2006 – 2007
Member of the Marketing Division Ph.D. Committee, 2004 – 2006
Various Sub-committees, 2007 – present
Organizer of Columbia Marketing Research Camp, 2001 and 2002

Selected Media Reports of Dr. Kivetz’s Research (research covered by hundreds of print, electronic, and broadcast media outlets):

“Losses. Loom. Large. And That, in Short, Explains Your Loss Aversion,” *Marketplace*, November 10, 2020.

“Why We’re All So Worried About Having Too Little Time,” *TIME*, January 30, 2020.

“Use this Simple Psychological Trick if Productivity Culture has Made it Impossible for You to Relax,” *Fast Firm*, October 7, 2019.

“Five Below is a Wonderland of Things No One Needs. It’s Also One of the Most Successful Retailers in America,” *Washington Post*, December 20, 2018.

“New Research From Columbia Business School Sheds Light On Factors Affecting Luxury Versus Practical Purchases,” *Markets Insider*, November 15, 2017.

“The Psychology Behind Spending Big,” *BBC News*, October 9, 2017.

“There’s Power in All Those User Reviews,” *The New York Times*, December 7, 2013.

Selected Media Reports of Dr. Kivetz's Research: (continued)

"A Closet Filled With Regrets," *The Wall Street Journal*, April 17, 2013.

"Why We Blunder When We Buy," *Chicago Tribune*, July 22, 2011.

"The Business of Weird: Why People Pay for Bizarre Experiences," *TIME*, November 22, 2010.

"The New Abnormal," (Cover Story), *Bloomberg Businessweek*, August 2, 2010.

"Reward, Regret and Consumer Behaviour," *ABC Radio National (Australia)*, July 12, 2010.

"To Achieve Your Goals, Focus on Reasons," *U.S. News & World Report*, July 1, 2010.

"Can a Vacation Help Boost Your Portfolio?" *SmartMoney*, June 25, 2010.

"Reasons—and Ways—to Splurge This Summer," *U.S. News & World Report*, June 23, 2010.

"Field Guide To The Tightwad: Saving Spree," *Psychology Today*, January 1, 2010.

"Club Class," *The Wall Street Journal*, December 3, 2009.

"Don't Work All the Time — You'll Live to Regret It," *Wired Magazine*, July 15, 2009.

"When the Bride Says I Do – to Cash," *The Globe and Mail*, July 9, 2009.

"It Makes Them Sick to Spend - Literally," *The Globe and Mail*, June 8, 2009.

"The Gift-Card Economy," *The Atlantic*, May, 2009.

"Technology Can Save You From Yourself," *Marketplace Public Radio*, April 17, 2009.

"Regret Saving Money," *CNN*, March 26, 2009.

"Oversaving, a Burden for Our Times," *The New York Times*, March 23, 2009.

"Are You a Victim of Saver's Remorse?" *The New York Times*, March 23, 2009.

"Giving in to Temptation," *CNN*, September 20, 2008.

"Splurge Now, Feel Great Later," *ABC News*, July 2008.

"Splurging is Good for Your Health," *The Wall Street Journal*, July 2008.

"Putting a Price on Rewards," *U.S. News & World Report*, June 24, 2007.

"Incentives - Naughty But Nice," *Management Today*, April 1, 2007.

"Hyperopia," *The New York Times*—one of the "Best Ideas in 2006"—Annual Year in Ideas.

Selected Media Reports of Dr. Kivetz's Research: (continued)

"Delaying Pleasure Results in Regret," *United Press International*, June 27, 2006.

"Why Cash Incentives Fail," *SalesForceXP*, Feature Story, September Issue, 2005.

"Professors Discover Why Business Loyalty Programs Work," *Sacramento Business Journal*, 8.16.2004.

"An Economics Problem: Joyless Consumers," by Peter Martin, *THE AGE*, January, 2004, Australia.

"Consumers Work Hard for Loyalty Programs", *Newswise*, August 16, 2004.

"Studies Question Value of Mass Customization, Find Consumers Work Hard for Loyalty Programmes," *MadeForOne*, August 23, 2004.

"Consumers Prefer Loyalty Programmes that 'Fit'," *The Wise Marketer*, December 10, 2003.

"Indulgence," *Radio National*, with Geraldine Doogue, March 2, 2003, Australia.

"Betty Crocker Coupon Program Spry After More than 70 Years," by Karren Mills, *Dow Jones Interactive*, February 23, 2002.

"Once a Loyalty Craze, S&H Tries to Remake Magic in Digital Age," by Justin Pope, *The New York Times*, November, 2001.

"Earning the Right to Indulge: Guilt about Consuming Luxury Items Plays an Important Role in Consumer Preference Toward Rewards," *Stanford Business Magazine*, August 14, 2001.

"Study: Luxury Rewards Evoke Consumer Guilt," by Kimberly Hill, *CRM Daily*, August 1, 2001. Also reported in *E-Commerce Times*, *Yahoo! News*.

"Stanford Business School Research Shows Guilt Plays a Role in What Loyalty Program Rewards Consumers Choose," *Transport News*, July 27, 2001. Also reported in *Business Wire*, *Yahoo! Finance*, *Sharper Media*, *The Timeshare Beat*.

"Consumers Still Buy When Info Incomplete," *Marketing News*, October 9, 2000.

Professional Affiliations:

American Marketing Association

Association for Consumer Research

International Trademark Association

Society for Consumer Psychology

Society for Judgment & Decision Making

**EXHIBIT B: LIST OF CASES IN WHICH DR. RAN KIVETZ PROVIDED
SWORN TESTIMONY IN DEPOSITION AND/OR TRIAL DURING THE PAST
FOUR YEARS**

Allstate Insurance Company v. Kia Motors America, Inc., and Kia Motors Corporation,
Case No. 2:16-CV-06108-SJO-AGR (C.D. Cal.)

Dependable Sales and Service, INC., et al. v. Truecar, INC., Case No. 1:15-cv-01742-PKC
(S.D.N.Y.)

Kristin Hall v. Rite Aid Corporation, Case No. 37-2009-00087938-CU-OE-CTL (Superior
Court of the State of California In And For the County of San Diego)

Rick Woods v. Google LLC, Case No. 5:11-cv-01263-EJD (N.D. Cal.)

*Boltex Manufacturing Company, L.P. and Weldbend Corporation vs. Galperti Inc. and
Officine Nicola Galperti E Filgio S.P.A.*, Case No. 4:17-cv-01439 (S.D. Texas)

*City of Wyoming, Minnesota; Village of Holmen, Wisconsin; City of Elk River, Minnesota;
City of Mankato, Minnesota; City of Perham, Minnesota; City of Princeton, Minnesota;
City of Fergus Falls, Minnesota; Sauk Centre Public Utilities Commission; and Chisago
Lakes Joint Sewage Treatment Commission vs. Procter & Gamble Company; Kimberly-
Clark Corporation; Nice-Pak Products, Inc.; Professional Disposables International, Inc.;
Tufco Technologies Inc.; and Rockline Industries*, Case No. 15-cv-02101-JRT/TNL (D.
Minnesota)

*Anne De Lacour, Andrea Wright, And Loree Moran v. Colgate-Palmolive Co., and Tom's
Of Maine Inc.*, Case No. 16 Civ. 08364 (RA) (AJP) (S.D. Cal.)

Barry Allred and Mandy C. Allred v. Frito-Lay North America, Inc., and Frito-Lay, Inc.,
Case No. 3:17-cv-01345 (S.D. Cal.)

Sturm, Ruger & Co., Inc. v. American Outdoor Brands Corporation, Smith & Wesson Cosrp., and Thompson/Center Arms Company, LLC, Case No. 1:19-cv-00801-JL (D.N.H.)

Camille Cabrera v. Bayer Healthcare LLC and Bayer Corporation, Case No. 2:17-cv-08525 (C.D. Cal.)

Veda Woodard, Teresa Rizzo-Marino, and Diane Morrison v. Lee Labrada et al., Case No. 5:16-cv-00189-JGB-SP (C.D. Cal.)

JaM Cellars, Inc. v. The Wine Group LLC, Case No. 4:19-cv-01878-HSG (N.D. Cal.)

Hytera Communications Corp. Ltd. v. Motorola Solutions Inc., Case No. 1:17-cv-01794-DCN (N.D. Ohio Eastern Division)

In Re: KIND, LLC “Healthy and All Natural Litigation”, Case No. 1:15-md-02645-WHP (S.D.N.Y.)

The People of the State of California v. Kohl’s Department Stores, Inc. et al., Case No. BC643037 (Superior Court of the State of California, County of Los Angeles)

American Customer Satisfaction Index, LLC v. ForeSee Results, Inc., Case No. 2:18-cv-13319 (E.D. Michigan Southern Division); and *CFI Group USA LLC v. Verint Americas Inc.*, Case No. 2:19-cv-12602 (E.D. Michigan)

NIKE, Inc. v. Vans, Inc., Opposition No. 91253064 (US Patent and Trademark Office, TTAB)

**EXHIBIT C: DOCUMENTS MADE AVAILABLE TO DR. KIVETZ IN
CONNECTION WITH PREPARATION OF THIS *EXPERT REPORT***

In addition to academic research and articles, and other materials specifically referred to in the enclosed *Expert Report*, I received documents produced in the action, and other documents, including without limitation the following:

Publicly-Filed Documents

- Plaintiffs' Memorandum of Law in Support of Plaintiffs' Motion for Class Certification (with Exhibit 18), *In re: Rock 'n Play Sleeper Marketing, Sales Practices, and Products Liability Litigation*, MDL No. 1:19-md-2903, dated February 8, 2021
- Plaintiffs' Consolidated Amended Complaint (with Exhibits A – B), *In re: Rock 'n Play Sleeper Marketing, Sales Practices, and Products Liability Litigation*, MDL No. 1:19-md-2903, dated October 28, 2019
- Plaintiff's Class Action Complaint, *Pasternacki v. Fisher-Price, Inc. and Mattel, Inc.*, No. 1:19-cv-00941, date July 17, 2019

Expert Reports

- Declaration of Colin B. Weir (with Exhibits 1 – 3), dated February 8, 2021

Depositions

- Deposition transcript of the May 26, 2021 deposition of Renee Wray
- Deposition transcript of the April 28, 2021 deposition of Jena Huey
- Deposition transcript of the April 26, 2021 deposition of Megan Kaden
- Deposition transcript of the April 16, 2021 deposition of Jena Huey
- Deposition transcript of the April 15, 2021 deposition of Megan Kaden
- Deposition transcript of the April 14, 2021 deposition of Megan Kaden
- Deposition transcript of the April 13, 2021 deposition of Joshua Nadel
- Deposition transcript of the April 13, 2021 deposition of Emily Simmonds
- Deposition transcript of the April 13, 2021 deposition of Emily Barton
- Deposition transcript of the April 8, 2021 deposition of Samantha Jacoby
- Deposition transcript of the April 8, 2021 deposition of Rebecca Drover
- Deposition transcript of the April 6, 2021 deposition of Elizabeth Alfaro
- Deposition transcript of the April 6, 2021 deposition of Daniel Pasternacki
- Deposition transcript of the April 2, 2021 deposition of Karen Flores
- Deposition transcript of the April 1, 2021 deposition of Melanie Nowlin
- Deposition transcript of the March 30, 2021 deposition of Kerry Mandley

- Deposition transcript of the March 30, 2021 deposition of Cassandra Mulvey
- Deposition transcript of the March 25, 2021 deposition of Nancy Hanson
- Deposition transcript of the March 25, 2021 deposition of Megan Fieker
- Deposition transcript of the March 25, 2021 deposition of Katharine Shaffer
- Deposition transcript of the March 23, 2021 deposition of Luke Cuddy
- Deposition transcript of the March 23, 2021 deposition of Linda Black
- Deposition transcript of the March 23, 2021 deposition of Jessie Poppe
- Deposition transcript of the March 18, 2021 deposition of Josie Willis
- Deposition transcript of the February 1, 2021 deposition of Sarah Ford (with Errata)
- Deposition transcript of the September 23, 2020 deposition of Anthony DeSimone (with Errata)
- Deposition transcript of the September 23, 2020 deposition of Deirdre Stephens (with Errata)
- Deposition transcript of the December 10, 2020 deposition of Catherine Pilarz (with Errata)
- Deposition transcript of the December 11, 2020 deposition of Sarah Ford (with Errata)
- Deposition transcript of the December 17, 2020 deposition of Chuck Scothon (with Errata)

Other Documents and Websites

- <https://www.fisher-price.com/en-us>
- “Datasheet - 2-in-1 Gliders.docx”

Bates-Stamped Documents

- FSHR0011470
- FSHR0011471
- FSHR0011504
- FSHR0011505
- FSHR0011580
- FSHR0011639
- FSHR0011693
- FSHR0011773
- FSHR0011774
- FSHR0011778
- FSHR0011790
- FSHR0011793
- FSHR0011794
- FSHR0011813
- FSHR0011814

- FSHR0011818
- FSHR0011852
- FSHR0011853
- FSHR0011878
- FSHR0011881
- FSHR0011891
- FSHR0026008
- FSHR0026009
- FSHR0058950
- FSHR0012504
- FSHR0012565
- FSHR0012622
- FSHR0012624
- FSHR0012749
- FSHR0016368
- FSHR0017050
- FSHR0017462
- FSHR0017480
- FSHR0017737
- FSHR0024675
- FSHR0025048
- FSHR0025941
- FSHR0048089
- FSHR0048121
- FSHR0048124
- FSHR0048186
- FSHR0048199
- FSHR0048213
- FSHR0048227
- FSHR0048229
- FSHR0048275
- FSHR0048292
- FSHR0048362
- FSHR0049691
- FSHR0049848
- FSHR0057879
- FSHR0057886
- FSHR0011558
- FSHR0011694
- FSHR0000063

- FSHR0000083
- FSHR0000099
- FSHR0000119
- FSHR0000131
- FSHR0000143
- FSHR0000155
- FSHR0000175
- FSHR0000187
- FSHR0000203
- FSHR0000219
- FSHR0000235
- FSHR0000251
- FSHR0000271
- FSHR0000287
- FSHR0000315
- FSHR0000339
- FSHR0000351
- FSHR0000363
- FSHR0000383
- FSHR0000395
- FSHR0000411
- FSHR0000443
- FSHR0000459
- FSHR0000483
- FSHR0000495
- FSHR0000511
- FSHR0000535
- FSHR0000551
- FSHR0000571
- FSHR0000591
- FSHR0000615
- FSHR0000639
- FSHR0000649
- FSHR0000665
- FSHR0000681
- FSHR0000697
- FSHR0000721
- FSHR0000737
- FSHR0000757
- FSHR0000769

- FSHR0000789
- FSHR0000805
- FSHR0000825
- FSHR0001250
- FSHR0001266
- FSHR0001410
- FSHR0001426
- FSHR0001762
- FSHR0001764
- FSHR0001858
- FSHR0001874
- FSHR0001890
- FSHR0001906
- FSHR0001922
- FSHR0001954
- FSHR0001998
- FSHR0002014
- FSHR0002026
- FSHR0002038
- FSHR0002050
- FSHR0002062
- FSHR0002074
- FSHR0002086
- FSHR0002098
- FSHR0002114
- FSHR0002158
- FSHR0002174
- FSHR0002190
- FSHR0002210
- FSHR0002242
- FSHR0002258
- FSHR0002290
- FSHR0002346
- FSHR0002374
- FSHR0002406
- FSHR0002434
- FSHR0002450
- FSHR0002466
- FSHR0002498
- FSHR0002514

- FSHR0002530
- FSHR0002546
- FSHR0002562
- FSHR0002578
- FSHR0002594
- FSHR0002602
- FSHR0002634
- FSHR0002642
- FSHR0002662
- FSHR0002670
- FSHR0002682
- FSHR0002690
- FSHR0002714
- FSHR0002722
- FSHR0002730
- FSHR0002762
- FSHR0003718
- FSHR0003742
- FSHR0003758
- FSHR0004111
- FSHR0014188
- FSHR0012783
- FSHR0014187
- FSHR0014188
- FSHR0014225
- FSHR0014226
- FSHR0014227
- FSHR0016797
- FSHR0005103
- FSHR0005105
- FSHR0005120 – 9
- FSHR0005134
- FSHR0005138
- FSHR0005142
- FSHR0005146
- FSHR0005150
- FSHR0005154
- FSHR0005158
- FSHR0005162
- FSHR0005166

- FSHR0005170
- FSHR0005174
- FSHR0005178
- FSHR0005182
- FSHR0005186
- FSHR0005190
- FSHR0005194
- FSHR0005200 – 65
- FSHR0005269 – 710
- FSHR0005713
- FSHR0005723
- FSHR0006553
- FSHR0006556
- FSHR0006559
- FSHR0006562
- FSHR0006565
- FSHR0006567 – 8
- FSHR0006570 – 1
- FSHR0006573
- FSHR0006576
- FSHR0006579
- FSHR0006581 – 2
- FSHR0006585
- FSHR0006588
- FSHR0006590
- FSHR0006592
- FSHR0006595
- FSHR0006597
- FSHR0011469
- FSHR0011472 – 503
- FSHR0011506 – 10
- FSHR0011514 – 79
- FSHR0011581 – 628
- FSHR0011631 – 3
- FSHR0011636
- FSHR0011640
- FSHR0011642
- FSHR0011644 – 53
- FSHR0011655 – 63
- FSHR0011665

- FSHR0011667 – 92
- FSHR0011694 – 700
- FSHR0011715
- FSHR0011730 – 1
- FSHR0011736 – 72
- FSHR0011775 – 7
- FSHR0011779 – 89
- FSHR0011791 – 2
- FSHR0011795 – 812
- FSHR0011815 – 7
- FSHR0011819 – 51
- FSHR0011854 – 77
- FSHR0011879 – 80
- FSHR0011882 – 90
- FSHR0011892 – 940
- FSHR0011942 – 4
- FSHR0011947 – 51
- FSHR0011953 – 6
- FSHR0011959 – 74
- FSHR0011976 – 2013
- FSHR0024677
- FSHR0027425 – 6
- FSHR0027429
- FSHR0027431 – 2
- FSHR0003861
- FSHR0003862
- FSHR0004127
- FSHR0004150
- FSHR0014076
- FSHR0014078
- FSHR0014081
- FSHR0014083
- FSHR0014087
- FSHR0014094
- FSHR0014098
- FSHR0014100
- FSHR0014157
- FSHR0014159
- FSHR0014257
- FSHR0024684

- FSHR0063768
- FSHR0064163
- FSHR0065472
- FSHR0065473
- FSHR0074880
- FSHR0012772
- CMP94-0985-1101362921-DOM-POP-092816
- X7314-0912-1100710316-DOM-PKG-092816
- X7314-0980-1101362917-DOM-POP1-092816
- X7314-0981-1101362920-DOM-POP2-092816

EXHIBIT D: SURVEY SCREENER AND MAIN QUESTIONNAIRE

PRODUCTS SURVEY (#20050)

SPECS

Two cells: 200 each, N = 400 in total.

Cell 1: Sleeper Product

Cell 2: Soother Product

- Wave 1: 100 in each cell, N = 200 total
- Wave 2: 100 in each cell, N = 200 total

Use click balancing

Global Programmer Instructions:

The following parenthetical instructions to participants should appear in smaller font (on its own line); all other parenthetical instructions should appear in the same font as the regularly-sized instruction text.

- (Please type the code above.)
- (Please select an answer.)
- (Please select all that apply.)

Order rotation of affirmative vs. negative answer choices (e.g., “Yes, I do” and “No, I don’t”) should be the same within participants (e.g., the same participant should see the same ordering of affirmative and negative answer choices across all questions).

PRODUCTS SURVEY **SCREENER**

(QUESTION 1)

Today we are conducting a survey and we would like to ask you a few brief questions. We are doing this for research purposes only and are only interested in your opinions, which will be held in the strictest confidence.

During the survey, please do not use your browser's *FORWARD* or *BACK* buttons. Instead, please always use the button below to move through the survey. Please maximize your screen and then simply click on the "NEXT" button at the bottom of the page to continue.

(Please continue when you are ready.)

CAPTCHA SEQUENCE Q.2 – Q.3:

{PROGRAMMER: Pipe in one randomly selected word from list. Confirm that what the participant types in matches the piped-in word for spelling and case.}

{PROGRAMMER: If the word does not match on the first try, ask Q.3; otherwise, skip to Q.4.}

(QUESTION 2)

For confirmation purposes, please type the following word into the text box below. Please enter it exactly as shown, including upper and lower case letters.

Please enter the code exactly as in the image above with **NO SPACES** between characters, and then click "NEXT" to continue. (Please type the code above.)

TEXT BOX: _____

{PROGRAMMER: Pipe in a different randomly-selected word. Confirm that what the participant types in matches the piped-in word for spelling and case.}

{PROGRAMMER: IF THE WORD DOES NOT MATCH, TERMINATE.}

(QUESTION 3)

Please type the following word in the text box below. Please enter it exactly as shown, including upper and lower case letters. (Please continue when you are ready.)

Please enter the code exactly as in the image above with **NO SPACES** between characters, and then click "NEXT" to continue. (Please type the code above.)

TEXT BOX: _____

{PROGRAMMER: GENDER MUST MATCH PANEL DATA TO QUALIFY AND CONTINUE}

(QUESTION 4)

What is your gender? (Please select an answer.)

- 1: Male
- 2: Female

{PROGRAMMER: AGE MUST MATCH PANEL DATA TO QUALIFY AND CONTINUE}

{PROGRAMMER: IF RESPONSE = 1 ('Under 18'), TERMINATE.}

(QUESTION 5)

Which of the following groups listed below includes your age? (Please select an answer.)

- 1: Under 18
- 2: 18-34
- 3: 35-54
- 4: 55+

{PROGRAMMER: STATE MUST MATCH PANEL DATA TO QUALIFY AND CONTINUE}

(QUESTION 6)

In which of the following states do you live? (INSERT DROP DOWN LIST) (Please select an answer.)

(QUESTION 7)

Which of the following devices are you using right now to take this survey? (Please select an answer.)

- 1: Desktop computer—**Programmer, skip to Q.9**
- 2: Laptop computer—**Programmer, skip to Q.9**
- 3: Tablet (such as an iPad, Android tablet, etc.)—**Programmer, continue with Q.8**
- 4: Cell phone (not a smartphone)—**Programmer, continue with Q.8**
- 5: Smartphone—**Programmer, continue with Q.8**
- 6: Other mobile device—**Programmer, continue with Q.8**

(QUESTION 8)

This survey may or may not be compatible with tablets, cell phones, smartphones, or other mobile devices, so please use your desktop or laptop computer to complete this survey. To complete this survey, please re-try your invitation link using your desktop or laptop computer. **{TERMINATE INTERVIEW.}**

{PROGRAMMER: IF RESPONSE 7 ('NONE OF THESE') IS NOT SELECTED, TERMINATE.}

(QUESTION 9)

Do you, or does anyone living in your household, work for any of the following? (Please select all that apply.)

- 1: In a marketing consulting firm
- 2: In a marketing research firm
- 3: In an advertising agency or public relations firm
- 4: For a company that manufactures, sells, or distributes baby or children's products
- 5: For a TV or radio station
- 6: For a magazine or newspaper
- 7: None of these **[single response]**—*Programmer, continue with Q.10*

{PROGRAMMER: IF RESPONSE 2 ('BABY PRODUCTS FOR A BABY WHO IS...') IS NOT SELECTED, TERMINATE.}

{PROGRAMMER: Randomize response options 1 – 3.}

(QUESTION 10)

During the next six (6) months, which of the following products, if any, do you think that you personally will purchase? (Please select all that apply.)

- 1: Art supplies for a child who is, or will be, three to five years old
- 2: Baby products for a baby who is, or will be, zero to three months old—*Programmer, continue with Q.11*
- 3: Home improvement products for a house or apartment
- 4: None of the above **[single response]**
- 5: Don't know **[single response]**

{PROGRAMMER: IF RESPONSE 2 ('BABY PRODUCT TO PUT A BABY TO LAY, SIT, SLEEP, BE SOOTHED, OR PLAY IN') IS NOT SELECTED, TERMINATE.}

{PROGRAMMER: Randomize response options 1 – 3.}

(QUESTION 11)

During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old? (Please select all that apply.)

- 1: Baby toy to entertain or educate a baby
- 2: Baby product to put a baby to lay, sit, sleep, be soothed, or play in—*Programmer, continue with Q.12*
- 3: Baby clothing
- 4: None of the above **[single response]**
- 5: Don't know **[single response]**

{PROGRAMMER: IF RESPONSE 1 ('EXTREMELY IMPORTANT') IS NOT SELECTED, TERMINATE.}

(QUESTION 12)

This question is different from most questions and is intended for quality control purposes. To verify that you have read this question carefully, please select the first response ("Extremely Important") from the list below. (Please select an answer.)

- 1: Extremely Important—**Programmer, continue with Q.13**
- 2: Very Important
- 3: Somewhat Important
- 4: Not at all Important
- 5: Don't Know

(QUESTION 13)

Do you normally wear eyeglasses or contact lenses when using the computer? (Please select an answer.)

- 1: Yes—**Programmer, continue with Q.14**
- 2: No—**Programmer, skip to Q.15**

{PROGRAMMER: IF RESPONSE 2 ('NO') IS SELECTED, TERMINATE.}

(QUESTION 14)

Would you please wear your eyeglasses or contact lenses for the remainder of this survey? (Please select an answer.)

- 1: Yes—**Programmer, continue with Q.15**
- 2: No—**Programmer, terminate interview**

{PROGRAMMER: COLLECT NAME AND PHONE NUMBER BUT DO NOT TERMINATE IF PARTICIPANT DOES NOT GIVE NAME AND PHONE NUMBER}

(QUESTION 15)

Thank you. You are eligible for this study. It will only take a few minutes of your time and we think you will find it interesting.

Please provide us with your name and phone number so that a supervisor can call you after you complete the survey to verify your participation.

Your name and phone number and your responses to this survey will be kept completely confidential. We will not be calling to sell you anything; you will only be called to verify your participation.

(Please record your name and phone number below:)

Name _____

Phone Number: (____) ____-____

PRODUCTS SURVEY

MAIN QUESTIONNAIRE

(QUESTION 20)

{PROGRAMMER: Assign to cell:

Cell 1: Show Sleeper Product for Q.22

Cell 2: Show Soother Product for Q.22}

(QUESTION 21)

Thank you for participating in our study. It is very important that, during this survey, you do not search for any information on the Internet, you do not open another Internet browser, site, or tab, and you do not review any materials that are not part of this survey. Also, please complete this survey without stopping in the middle, and make sure not to consult anyone about this survey.

On the next screen, we will show you a baby product. After you have reviewed the product, we will ask you some questions. For each question, if you don't know or don't have an answer, please don't guess. Just indicate that you "don't know" or "don't have an answer," by selecting, or typing in, the words "don't know" and we'll go on to the next question. There are no right or wrong answers.

Please examine the baby product, just as you would if you were considering buying such a product. Take as much time as you would normally do when considering buying such a product. (Please continue when you are ready.)

(QUESTION 22)



{PROGRAMMER: Put these instructions at the TOP of the screen where the product is shown:}

Please read the following instructions CAREFULLY!



Please maximize your screen, if you haven't done so already.

Below is an image of a baby product package (it may take a moment for the image to load).

*To rotate the image (and view the package from other sides), **click and hold down the cursor** over the image, and **drag the cursor** in the direction of the desired rotation (i.e., left, right, up, or down). Releasing the click will pause the rotation of the image.*

*To move the entire package image to the left, right, top, or bottom of the screen (**without rotating the package**), click the "**compass**" to turn it on,  (you should see a yellow background), then hold down the cursor over the package and drag the package image in the direction of the desired movement. Clicking on the "compass" button again will turn it off,  (you should see a white background). Now you can **rotate** the package again.*

*At any point, if you wish to make the package **larger** or **smaller**, you can use one of these methods:*

- click the  (**plus sign**) or  (**minus sign**) buttons below the package image; **OR**
- **scroll up** or **scroll down** using the scroll wheel on your mouse; **OR**
- **pinch in** or **pinch out** with two fingers on your computer trackpad.

(Please continue when you are ready.)

{PROGRAMMER: Insert appropriate product for cell assigned to:

Cell 1: Sleeper Product

Cell 2: Soother Product}

{PROGRAMMER: Need to expose participant to Q.22 for a minimum of 30 seconds before allowing participant to continue to next screen.}

{PROGRAMMER: ½ THE PARTICIPANTS IN EACH CELL WILL ANSWER Q.23A AND ½ WILL ANSWER Q.23B}

(QUESTION 23A)

Were you able to clearly view the product?

1: Yes—**Programmer, continue with Q.24**

2: No—**Programmer, terminate interview**

(QUESTION 23B)

Were you able to clearly view the product?

2: No—**Programmer, terminate interview**

1: Yes—**Programmer, continue with Q.24**

(QUESTION 24)

We would like to ask you a few questions. (Please continue when you are ready.)

{PROGRAMMER: For Q.30.A and 30.B: Insert the following link under Q.30A and 30B where indicated:

"If you would like to view the product again, please click [here](#)."

{PROGRAMMER: ½ THE PARTICIPANTS IN EACH CELL WILL BE ASKED Q.30A AND ½ WILL BE ASKED Q.30B}

{PROGRAMMER: If response to Q.30A or Q.30B = 5 ('Definitely would buy this product'), 4 ('Probably would buy this product'), 3 ('May or may not buy this product'), 2 ('Probably would not buy this product') or 1 ('Definitely would not buy this product'), ask Q.40; if response to Q.30A or Q.30B = 0 ('Don't know'), skip to Q.50}

(QUESTION 30A)

Now, here is the first question. Feel free to examine the product at any time.

This question has six answer choices, which are shown on the screen below.

Please read the entire question before answering.

Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?

Would you say that you *definitely would buy this product*, *probably would buy this product*, *may or may not buy this product*, *probably would not buy this product*, *definitely would not buy this product*, or *don't know*? (Please select an answer.)

If you would like to view the product again, please click [here](#).

- 5: Definitely would buy this product
- 4: Probably would buy this product
- 3: May or may not buy this product
- 2: Probably would not buy this product
- 1: Definitely would not buy this product
- 0: Don't know

(QUESTION 30B)

Now, here is the first question. Feel free to examine the product at any time.

This question has six answer choices, which are shown on the screen below.

Please read the entire question before answering.

Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?

Would you say that you *definitely would not buy this product, probably would not buy this product, may or may not buy this product, probably would buy this product, definitely would buy this product, or don't know?* (Please select an answer.)

*If you would like to view the product again, please click **here**.*

1: Definitely would not buy this product

2: Probably would not buy this product

3: May or may not buy this product

4: Probably would buy this product

5: Definitely would buy this product

0: Don't know

(QUESTION 40)

What makes you say that you **(INSERT ANSWER FROM Q.30A/Q.30B)**? Please type your answer below. Please be specific and include details.

{PROGRAMMER: Q.41 can be blank.}

(QUESTION 41)

Any other reason or reasons why you **(INSERT ANSWER FROM Q.30A/Q.30B)**? Please type your answer below. Please be specific and include details.

{PROGRAMMER: ½ THE PARTICIPANTS IN EACH CELL WILL BE ASKED Q.50A AND ½ WILL BE ASKED Q.50B}

(QUESTION 50A)

Before buying a baby product like the one you examined, would you or wouldn't you try to get information about such baby products?

- 1: Yes, I would—**Programmer, continue with Q.51**
- 2: No, I wouldn't—**Programmer, skip to Q.60A**
- 3: I don't know—**Programmer, skip to Q.60A**

(QUESTION 50B)

Before buying a baby product like the one you examined, would you or wouldn't you try to get information about such baby products?

- 2: No, I wouldn't—**Programmer, skip to Q.60B**
- 1: Yes, I would—**Programmer, continue with Q.51**
- 3: I don't know—**Programmer, skip to Q.60B**

(QUESTION 51)

From where or from which source or sources would you try to get information about such baby products? Please type your answer below. Please be specific and include details.

{PROGRAMMER: Keep on-screen Q.51 (uneditable) when asking Q.52, so that respondents can see Q.51 and their responses to Q.51.}

{PROGRAMMER: Q.52 can be blank.}

(QUESTION 52)

From where else or from which other source or sources, if at all, would you try to get information about such baby products? Please type your answer below. Please be specific and include details.

{PROGRAMMER: ½ THE PARTICIPANTS IN EACH CELL WILL BE ASKED Q.60A AND ½ WILL BE ASKED Q.60B}

(QUESTION 60A)

Have you or haven't you heard or read about any issue or issues involving baby products such as the product that you examined earlier?

- 1: Yes, I have—**Programmer, continue with Q.61**
- 2: No, I haven't—**Programmer, skip to Q.70A**
- 3: I don't know—**Programmer, skip to Q.70A**

(QUESTION 60B)

Have you or haven't you heard or read about any issue or issues involving baby products such as the product that you examined earlier?

2: No, I haven't—**Programmer, skip to Q.70B**

1: Yes, I have—**Programmer, continue with Q.61**

3: I don't know—**Programmer, skip to Q.70B**

(QUESTION 61)

What issue or issues have you heard or read about involving baby products such as the product that you examined earlier? Please type your answer below. Please be specific and include details.

{PROGRAMMER: Q.62 can be blank.}

(QUESTION 62)

Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier? Please type your answer below. Please be specific and include details.

{PROGRAMMER: ½ THE PARTICIPANTS IN EACH CELL WILL ANSWER Q.70A AND ½ WILL ANSWER Q.70B}

(QUESTION 70A)

Please carefully read the following paragraph:

During this survey, I did not search for any information on the Internet and I did not open another Internet browser, site, or tab. I only reviewed materials that were part of this survey. I answered the survey questions without stopping in the middle and I did not consult anyone about this survey.

Do you or don't you agree with the above paragraph? (Please select an answer.)

1: Yes, I do agree with the above paragraph

2: No, I do not agree with the above paragraph—**Programmer, terminate interview**

(QUESTION 70B)

Please carefully read the following paragraph:

During this survey, I did not search for any information on the Internet and I did not open another Internet browser, site, or tab. I only reviewed materials that were part of this survey. I answered the survey questions without stopping in the middle and I did not consult anyone about this survey.

Do you or don't you agree with the above paragraph? (Please select an answer.)

2: No, I do not agree with the above paragraph—***Programmer, terminate interview***

1: Yes, I do agree with the above paragraph

(QUESTION 80)

Thank you very much. Those are all of our questions.

EXHIBIT E: SCREENSHOTS OF THE SURVEY

Screeener

Today we are conducting a survey and we would like to ask you a few brief questions. We are doing this for research purposes only and are only interested in your opinions, which will be held in the strictest confidence.

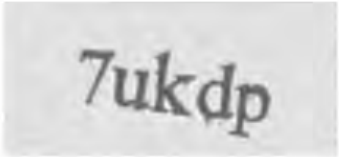
During the survey, please do not use your browser's *FORWARD* or *BACK* buttons. Instead, please always use the button below to move through the survey. Please maximize your screen and then simply click on the “NEXT” button at the bottom of the page to continue.

(Please continue when you are ready.)

NEXT

For confirmation purposes, please type the following word into the text box below. Please enter it exactly as shown, including upper and lower case letters.

Please enter the code exactly as in the image above with **NO SPACES** between characters, and then click “NEXT” to continue.



(Please type the code above.)

NEXT

What is your gender? (Please select an answer.)

☐ Male

☐ Female

NEXT

Which of the following groups listed below includes your age? (Please select an answer.)

☐ Under 18

☐ 18-34

☐ 35-54

☐ 55+

NEXT

In which of the following states do you live? (Please select an answer.)

-- Select --



NEXT

Which of the following devices are you using right now to take this survey? (Please select an answer.)

☐ Desktop computer

☐ Laptop computer

☐ Tablet (such as an iPad, Android tablet, etc.)

☐ Cell phone (not a smartphone)

☐ Smartphone

☐ Other mobile device

NEXT

Do you, or does anyone living in your household, work for any of the following? (Please select all that apply.)

☐ In a marketing consulting firm

☐ In a marketing research firm

☐ In an advertising agency or public relations firm

☐ For a company that manufactures, sells, or distributes baby or children's products

☐ For a TV or radio station

☐ For a magazine or newspaper

☐ None of these

NEXT

During the next six (6) months, which of the following products, if any, do you think that you personally will purchase? (Please select all that apply.)

☐ Art supplies for a child who is, or will be, three to five years old

☐ Baby products for a baby who is, or will be, zero to three months old

☐ Home improvement products for a house or apartment

☐ None of the above

☐ Don't know

NEXT

During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old? (Please select all that apply.)

☐ Baby toy to entertain or educate a baby

☐ Baby product to put a baby to lay, sit, sleep, be soothed, or play in

☐ Baby clothing

☐ None of the above

☐ Don't know

NEXT

This question is different from most questions and is intended for quality control purposes. To verify that you have read this question carefully, please select the first response (“Extremely Important”) from the list below. (Please select an answer.)

☐ Extremely Important

☐ Very Important

☐ Somewhat Important

☐ Not at all Important

☐ Don't Know

NEXT

Do you normally wear eyeglasses or contact lenses when using the computer? (Please select an answer.)

☐ Yes

☐ No

NEXT

Would you please wear your eyeglasses or contact lenses for the remainder of this survey? (Please select an answer.)

☐ Yes

☐ No

NEXT

Thank you. You are eligible for this study. It will only take a few minutes of your time and we think you will find it interesting.

Please provide us with your name and phone number so that a supervisor can call you after you complete the survey to verify your participation.

Your name and phone number and your responses to this survey will be kept completely confidential. We will not be calling to sell you anything; you will only be called to verify your participation.

(Please record your name and phone number below:)

Name:

Phone Number:

NEXT

Cell 1: Sleeper

Thank you for participating in our study. It is very important that, during this survey, you do not search for any information on the Internet, you do not open another Internet browser, site, or tab, and you do not review any materials that are not part of this survey. Also, please complete this survey without stopping in the middle, and make sure not to consult anyone about this survey.

On the next screen, we will show you a baby product. After you have reviewed the product, we will ask you some questions. For each question, if you don't know or don't have an answer, please don't guess. Just indicate that you "don't know" or "don't have an answer," by selecting, or typing in, the words "don't know" and we'll go on to the next question. There are no right or wrong answers.

Please examine the baby product, just as you would if you were considering buying such a product. Take as much time as you would normally do when considering buying such a product. (Please continue when you are ready.)



NEXT

Please read the following instructions CAREFULLY!



Please maximize your screen, if you haven't done so already.

Below is an image of a baby product package (it may take a moment for the image to load).

*To rotate the image (and view the package from other sides), **click and hold down the cursor** over the image, and **drag the cursor** in the direction of the desired rotation (i.e., left, right, up, or down). Releasing the click will pause the rotation of the image.*

*To move the entire package image to the left, right, top, or bottom of the screen (**without rotating the package**), click the “**compass**” to turn it on,  (you should see a yellow background), then hold down the cursor over the package and drag the package image in the direction of the desired movement. Clicking on the “compass” button again will turn it off,  (you should see a white background). Now you can **rotate** the package again.*

*At any point, if you wish to make the package **larger** or **smaller**, you can use one of these methods:*

- *click the  (**plus sign**) or  (**minus sign**) buttons below the package image; **OR***
- ***scroll up** or **scroll down** using the scroll wheel on your mouse; **OR***
- ***pinch in** or **pinch out** with two fingers on your computer trackpad.*

(Please continue when you are ready.)

Fisher-Price

Baby can sleep at a comfortable
incline all night long!



**Headrest
& newborn
insert** with
deluxe
fabrics

Plus calming vibrations

MORE TO LOVE



My Little Snugapuppy™
Deluxe Rock 'n Play™ Sleeper

ADULT ASSEMBLY REQUIRED.
No tools needed.

Extra-plush fabrics
for extra-comfy sleep

Use only with an infant
unable to roll over or
pull up on sides,
whichever comes first.



Headrest
& newborn
insert with
deluxe
fabrics

Plus calming vibrations

MORE TO LOVE



My Little Snugapuppy™ Deluxe Rock 'n Play™ Sleeper

Use only with an infant
unable to roll over or
pull up on sides,
whichever comes first.



NEXT

Were you able to clearly view the product?

☐ Yes

☐ No

NEXT

We would like to ask you a few questions. (Please continue when you are ready.)

NEXT

Now, here is the first question. Feel free to examine the product at any time.

This question has six answer choices, which are shown on the screen below.

Please read the entire question before answering.

Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?

Would you say that you *definitely would buy this product, probably would buy this product, may or may not buy this product, probably would not buy this product, definitely would not buy this product, or don't know?*

(Please select an answer.)

If you would like to view the product again, please click [here](#).

☐ Definitely would buy this product

☐ Probably would buy this product

☐ May or may not buy this product

☐ Probably would not buy this product

If you would like to view the product again, please click [here](#).

☐ Definitely would buy this product

☐ Probably would buy this product

☐ May or may not buy this product

☐ Probably would not buy this product

☐ Definitely would not buy this product

☐ Don't know

NEXT

What makes you say that you **definitely would buy this product**? Please type your answer below. Please be specific and include details.

NEXT

Any other reason or reasons why you **definitely would buy this product**? Please type your answer below. Please be specific and include details.

NEXT

Before buying a baby product like the one you examined, would you or wouldn't you try to get information about such baby products?

☐ Yes, I would

☐ No, I wouldn't

☐ I don't know

NEXT

From where or from which source or sources would you try to get information about such baby products? Please type your answer below. Please be specific and include details.

NEXT

From where or from which source or sources would you try to get information about such baby products? Please type your answer below. Please be specific and include details.

Online, reviews, friends/family

From where else or from which other source or sources, if at all, would you try to get information about such baby products? Please type your answer below. Please be specific and include details.

NEXT

Have you or haven't you heard or read about any issue or issues involving baby products such as the product that you examined earlier?

☐ Yes, I have

☐ No, I haven't

☐ I don't know

NEXT

What issue or issues have you heard or read about involving baby products such as the product that you examined earlier? Please type your answer below. Please be specific and include details.

NEXT

Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier? Please type your answer below. Please be specific and include details.

NEXT

Please carefully read the following paragraph:

During this survey, I did not search for any information on the Internet and I did not open another Internet browser, site, or tab. I only reviewed materials that were part of this survey. I answered the survey questions without stopping in the middle and I did not consult anyone about this survey.

Do you or don't you agree with the above paragraph? (Please select an answer.)

☐ Yes, I do agree with the above paragraph

☐ No, I do not agree with the above paragraph

NEXT

Thank you very much. Those are all of our questions.

NEXT

Cell 2: Soother

Thank you for participating in our study. It is very important that, during this survey, you do not search for any information on the Internet, you do not open another Internet browser, site, or tab, and you do not review any materials that are not part of this survey. Also, please complete this survey without stopping in the middle, and make sure not to consult anyone about this survey.

On the next screen, we will show you a baby product. After you have reviewed the product, we will ask you some questions. For each question, if you don't know or don't have an answer, please don't guess. Just indicate that you "don't know" or "don't have an answer," by selecting, or typing in, the words "don't know" and we'll go on to the next question. There are no right or wrong answers.

Please examine the baby product, just as you would if you were considering buying such a product. Take as much time as you would normally do when considering buying such a product. (Please continue when you are ready.)



NEXT

Please read the following instructions CAREFULLY!



Please maximize your screen, if you haven't done so already.

Below is an image of a baby product package (it may take a moment for the image to load).

*To rotate the image (and view the package from other sides), **click and hold down the cursor** over the image, and **drag the cursor** in the direction of the desired rotation (i.e., left, right, up, or down). Releasing the click will pause the rotation of the image.*

*To move the entire package image to the left, right, top, or bottom of the screen (**without rotating the package**), click the “**compass**” to turn it on,  (you should see a yellow background), then hold down the cursor over the package and drag the package image in the direction of the desired movement. Clicking on the “compass” button again will turn it off,  (you should see a white background). Now you can **rotate** the package again.*

*At any point, if you wish to make the package **larger** or **smaller**, you can use one of these methods:*

- *click the  (**plus sign**) or  (**minus sign**) buttons below the package image; **OR***
- ***scroll up** or **scroll down** using the scroll wheel on your mouse; **OR***
- ***pinch in** or **pinch out** with two fingers on your computer trackpad.*

(Please continue when you are ready.)

Fisher-Price®

Baby can be soothed at a comfortable
incline anytime!



**Headrest
& newborn
insert** with
deluxe
fabrics

Plus calming vibrations

MORE TO LOVE



My Little Snugapuppy™
Deluxe Rock 'n Play™ Soother

ADULT ASSEMBLY REQUIRED.
No tools needed.

Extra-plush fabrics
for extra-comfy soothing

This product is not intended
for sleeping.
Use only with an infant unable
to roll over or pull up on sides,
whichever comes first.

Baby can be soothed at a comfortable
incline anytime!

Extra plush padding
for extra-comfy soothing



**Headrest
& newborn
insert** with
deluxe
fabrics

Plus calming vibrations

MORE TO LOVE



My Little Snugapuppy™ **Deluxe Rock 'n Play™ Soother**

This product is not intended
for sleeping.
Use only with an infant unable
to roll over or pull up on sides,
whichever comes first.



NEXT

Were you able to clearly view the product?

☐ Yes

☐ No

NEXT

We would like to ask you a few questions. (Please continue when you are ready.)

NEXT

Now, here is the first question. Feel free to examine the product at any time.

This question has six answer choices, which are shown on the screen below.

Please read the entire question before answering.

Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?

Would you say that you *definitely would buy this product, probably would buy this product, may or may not buy this product, probably would not buy this product, definitely would not buy this product, or don't know?*

(Please select an answer.)

If you would like to view the product again, please click [here](#).

☐ Definitely would buy this product

☐ Probably would buy this product

☐ May or may not buy this product

☐ Probably would not buy this product

If you would like to view the product again, please click [here](#).

☐ Definitely would buy this product

☐ Probably would buy this product

☐ May or may not buy this product

☐ Probably would not buy this product

☐ Definitely would not buy this product

☐ Don't know

NEXT

What makes you say that you **definitely would buy this product**? Please type your answer below. Please be specific and include details.

NEXT

Any other reason or reasons why you **definitely would buy this product**? Please type your answer below. Please be specific and include details.

NEXT

Before buying a baby product like the one you examined, would you or wouldn't you try to get information about such baby products?

☐ Yes, I would

☐ No, I wouldn't

☐ I don't know

NEXT

From where or from which source or sources would you try to get information about such baby products? Please type your answer below. Please be specific and include details.

NEXT

From where or from which source or sources would you try to get information about such baby products? Please type your answer below. Please be specific and include details.

Online, reviews, friends/family

From where else or from which other source or sources, if at all, would you try to get information about such baby products? Please type your answer below. Please be specific and include details.

NEXT

Have you or haven't you heard or read about any issue or issues involving baby products such as the product that you examined earlier?

☐ Yes, I have

☐ No, I haven't

☐ I don't know

NEXT

What issue or issues have you heard or read about involving baby products such as the product that you examined earlier? Please type your answer below. Please be specific and include details.

NEXT

Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier? Please type your answer below. Please be specific and include details.

NEXT

Please carefully read the following paragraph:

During this survey, I did not search for any information on the Internet and I did not open another Internet browser, site, or tab. I only reviewed materials that were part of this survey. I answered the survey questions without stopping in the middle and I did not consult anyone about this survey.

Do you or don't you agree with the above paragraph? (Please select an answer.)

☐ Yes, I do agree with the above paragraph

☐ No, I do not agree with the above paragraph

NEXT

Thank you very much. Those are all of our questions.

NEXT

**EXHIBIT F.1: SCREENSHOTS OF THE FRONT, BACK, TOP, BOTTOM, AND
SIDE PANELS OF THE “TEST” (ALLEGEDLY DECEPTIVE) FISHER-PRICE
PACKAGE**

Front Panel



Back Panel



Top Panel



Bottom Panel

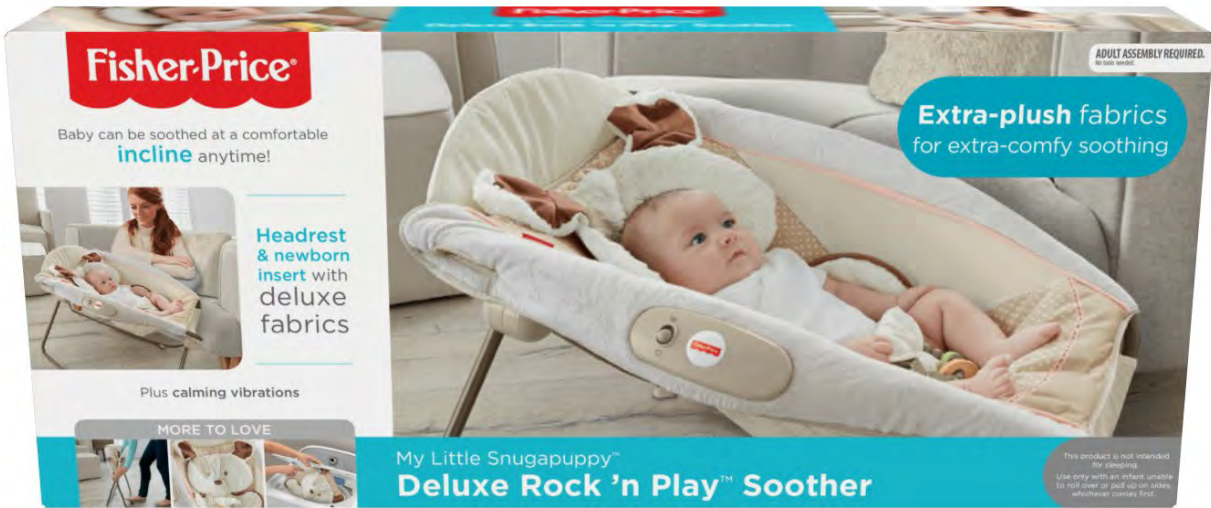


Left and Right Side Panels



**EXHIBIT F.2: SCREENSHOTS OF THE FRONT, BACK, TOP, BOTTOM, AND
SIDE PANELS OF THE “CONTROL” (REVISED) FISHER-PRICE PACKAGE**

Front Panel



Back Panel



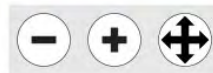
Top Panel



Bottom Panel



Left and Right Side Panels



**EXHIBIT G.1: PACKAGE FLAT USED TO CREATE THE 360-DEGREE
IMAGE OF THE “TEST” (ALLEGEDLY DECEPTIVE) FISHER-PRICE
PACKAGE**

Fisher-Price Most loved and trusted by moms!*



Inclined seat back helps keep baby elevated for playtime and sleep.

This cute, cozy, convenient sleeper fits (and snugles) your little one just right! A puppy headrest to cradle them, plush comfort all over, plus the calming vibrations help baby get the rest they need.

Puppy love.



Fold for stowing or going. Just press the button!



Machine-washable seat pad, Extra plush fabrics

Adjustable 3-point restraint, Linkable toy

Easy-fold button

At our on-site Play Lab, we've observed that calming vibrations enhance babies' natural self-soothing tendencies. Providing this calming vibrations option in our Rock 'n Play™ sleepers—in combination with the comfortable incline—helps set up baby (& you) for a successful night's sleep!

“Good vibrations.”

Deborah Weber, PhD
Director, Early Childhood Development Research



Requires 1 D battery (1.5V alkaline). Not included. Requires 1 D battery (1.5V alkaline). 1.5V.

CONTENTS: 1 PRODUCT

Fisher-Price

My Little Snugapuppy™
Deluxe Rock 'n Play™ Sleeper



ADULT ASSEMBLY REQUIRED.
No tools needed.

Extra-plush fabrics
for extra-comfy sleep



Fisher-Price

Baby can sleep at a comfortable **incline** all night long!

Headrest & newborn insert with deluxe fabrics



Plus **calming vibrations**

MORE TO LOVE



My Little Snugapuppy™
Deluxe Rock 'n Play™ Sleeper

Use only with an infant unable to roll over or pull up on sides, whichever comes first.

My Little Snugapuppy™
Deluxe Rock 'n Play™ Sleeper

Fisher-Price

My Little Snugapuppy™
Deluxe Rock 'n Play™ Sleeper

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Consumer Advisory Service - 1-800-135-312.
Mattel East Asia Ltd., Room 503-09, North Tower, World Finance Centre, Harbour City, Sheungwan, HK, China. Tel: (852) 3185-6500.
Dimpont & Dimpont Olen: Mattel Southeast Asia Pte. Ltd., No 151, Tower 3 Avenue 7, Bangsar South City, No 8, Jalan Kerinchi, 59000 Kuala Lumpur, Malaysia. Tel: 03-78809877, Fax: 03-78803867.
Colors and decorations may vary.



ALL NEW MATERIAL CONTENTS:
PAD: POLYESTER FIBER BATTING 100%
SLING: POLYESTER FIBER BATTING 100%
BODY SUPPORT: POLYESTER FIBER BATTING 100%
PAD AND BODY SUPPORT: MACHINE WASH COLD GENTLE CYCLE NO BLEACH TUMBLE DRY LOW HEAT
SLING: SURFACE WASHABLE

MADE FOR:
FISHER-PRIE
636 GRAND AVENUE, EAST
AURORA, NY 14202, U.S.A.
Date of Release: 1/15/13
MADE IN CHINA



Stay in touch!

fisher-price.com

Stay in touch!
fisher-price.com

Fisher-Price



Extra-plush fabrics, Headrest & newborn insert, **Folds** for stowing & going, Comfortable **incline**, Calming **vibrations**

Fisher-Price



Extra-plush fabrics, Headrest & newborn insert, **Folds** for stowing & going, Comfortable **incline**, Calming **vibrations**

My Little Snugapuppy™
Deluxe Rock 'n Play™ Sleeper

Baby + Sleep =
Happier, Healthier Baby (& Parents)!

**EXHIBIT G.2: PACKAGE FLAT USED TO CREATE THE 360-DEGREE
IMAGE OF THE “CONTROL” (REVISED) FISHER-PRICE PACKAGE**

Fisher-Price
Most loved and trusted by moms!
Based on a 2012 survey of 1,545 moms in the U.S. about their kids.

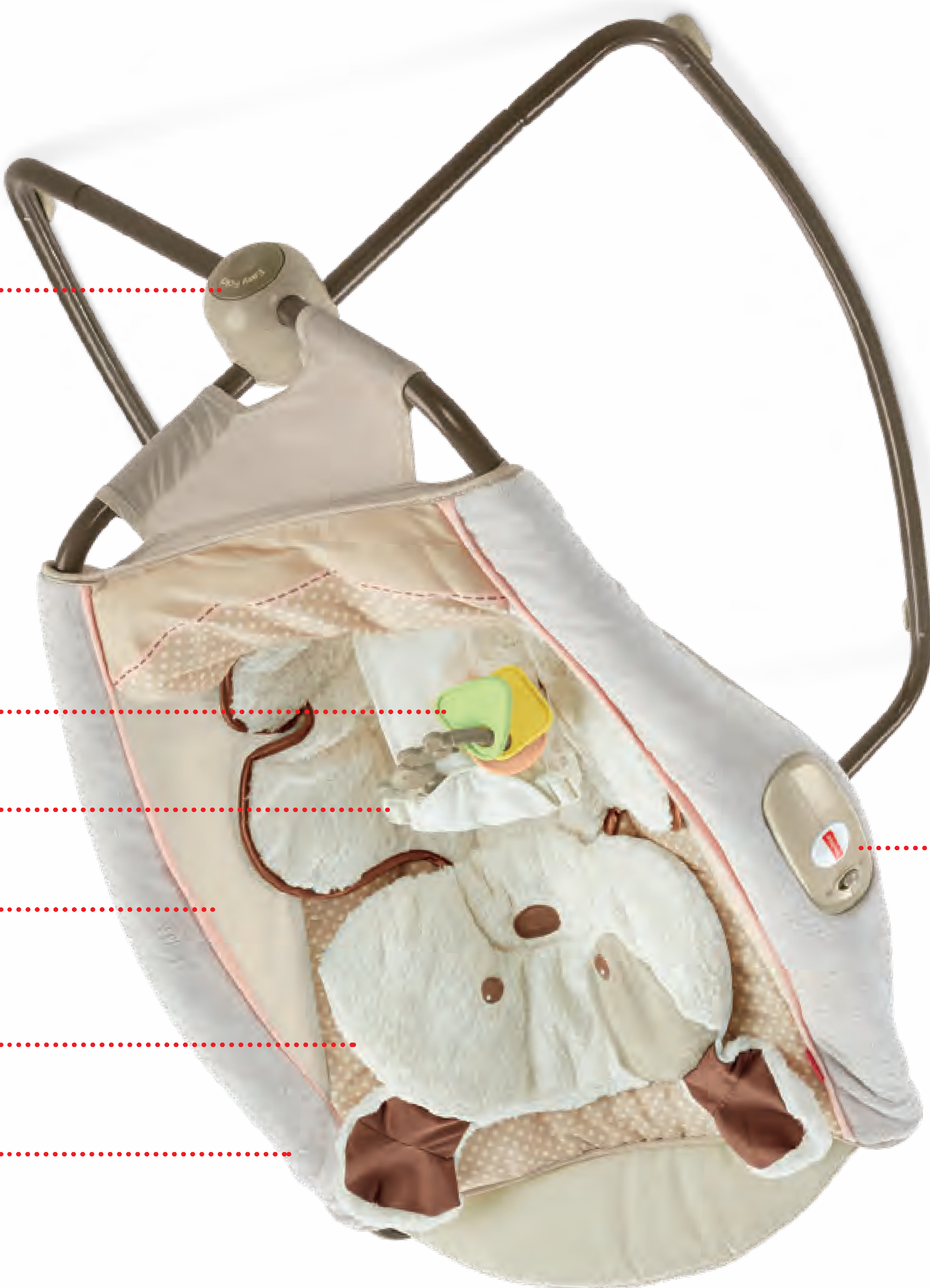


Inclined seat back helps keep baby elevated for playtime and soothing.

This cute, cozy, convenient soother fits (and snugles) your little one just right! A puppy headrest to cradle them, plush comfort all over, plus the calming vibrations help baby get the soothing they need.



Fold for stowing or going. Just press the button!



Extra plush fabrics
Machine-washable seat pad,
headrest & newborn insert

Breathable
mesh sides

Adjustable
3-point restraint

Linkable toy

Easy-fold button

At our on-site Play Lab, we've observed that calming vibrations enhance babies' natural self-soothing tendencies. Providing this calming vibrations option in our Rock 'n Play™ soothers—in combination with the comfortable incline—helps set up baby (& you) for a successful soothing anytime!

Deborah Weber, PhD
Director, Early Childhood
Development Research

“Good vibrations.”

Requires 1 D battery (1.5V alkaline)
Not included
CONTENTS: 1 PRODUCT



2314

Fisher-Price

My Little Snugapuppy™
Deluxe Rock 'n Play™ Soother



ADULT ASSEMBLY REQUIRED.
No tools needed.

Extra-plush fabrics
for extra-comfy soothing



Headrest
& newborn
insert with
deluxe
fabrics

Fisher-Price

Baby can be soothed at a comfortable
incline anytime!



Plus **calming vibrations**



Fisher-Price

You're
going to **rock**
this parenting
thing!



Extra-plush fabrics,
Headrest & newborn insert,
Folds for stowing & going,
Comfortable **incline**,
Calming **vibrations**

Fisher-Price

You're
going to **rock**
this parenting
thing!



Extra-plush fabrics,
Headrest & newborn insert,
Folds for stowing & going,
Comfortable **incline**,
Calming **vibrations**

My Little Snugapuppy™
Deluxe Rock 'n Play™ Soother

This product is not intended
for sleeping.
Use only with an infant unable
to roll over or pull up on sides,
whichever comes first.

My Little Snugapuppy™
Deluxe Rock 'n Play™
Soother

Fisher-Price

My Little Snugapuppy™
Deluxe Rock 'n Play™
Soother

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Consumer Advisory Service - 1300 135 312.
Mattel East Asia Ltd., Room 503-09, North Tower, World Finance Centre,
Harbour City, Simsbabau, HK, China, Tel: (852) 3185-6500.
Dimpont & Dimpont Olen: Mattel Southeast Asia Pte. Ltd.,
No 151, Tower 3 Avenue 7, Bangsar South City, No 8, Jalan Kerinchi,
59000 Kuala Lumpur, Malaysia. Tel: 03-78809877, Fax: 03-78803867.
Colors and decorations may vary.



ALL NEW MATERIAL
CONTENTS:
PAD: POLYESTER FIBER BATTING 100%
SLING: POLYESTER FIBER BATTING 100%
BODY SUPPORT: POLYESTER FIBER
BATTING 100%
PAD AND BODY SUPPORT:
MACHINE WASH COLD
GENTLE CYCLE
NO BLEACH
TUMBLE DRY LOW HEAT
SLING:
SURFACE WASHABLE

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EXHIBIT H: THE VALIDATION SURVEY

KIVETZ & ASSOCIATES, LTD.

To: Suzanne Edison, Field Solutions
From: Dr. Rachel Meng
Date: October 19, 2020
Re: Validation – Baby Products Survey #20050

This was an online survey.

Please validate 100%. Respondents were males and females 18 years of age or older.

Eligible respondents were shown a baby product and asked questions about it.

Hello, I'm _____ from a national market research company. I am calling to thank you for recently participating in our study. I would like to verify some information; it will only take a minute.

Q.1: Did you recently participate in an online survey where you were shown a baby product and asked questions about it?

ANSWER: Yes

Q.2: During the next six months, do you think that you personally will purchase baby products for a baby who is, or will be, zero to three months old?

ANSWER: Yes

Q.3: During the next six months, do you think that you personally will purchase a baby product to put a baby to lay, sit, sleep, be soothed, or play in?

ANSWER: Yes

Q.4: Which of the following groups includes your age (**Read List**)?

Under 18	X	Check age and gender against the Validation Sheet
18-34.....	1	
35-54.....	2	
55+	3	

Thank you again for participating in our survey.

**EXHIBIT I: DISTRIBUTION OF SURVEY PARTICIPANTS BY AGE, GENDER,
AND RESIDENCE AMONG THE 12 STATES**

Table 1: Age Distribution by Condition

	Test Package (“Rock ‘n Play Sleeper”) (<i>n</i> = 357)	Control Package (“Rock ‘n Play Soother”) (<i>n</i> = 352)	Total (<i>n</i> = 709)
18 – 34	42.9% (153)	45.5% (160)	44.1% (313)
35 – 54	48.2% (172)	49.1% (173)	48.7% (345)
55+	9.0% (32)	5.4% (19)	7.2% (51)

Table 2: Gender Distribution by Condition

	Test Package (“Rock ‘n Play Sleeper”) (<i>n</i> = 357)	Control Package (“Rock ‘n Play Soother”) (<i>n</i> = 352)	Total (<i>n</i> = 709)
Male	57.1% (204)	57.1% (201)	57.1% (405)
Female	42.9% (153)	42.9% (151)	42.9% (304)

Table 3: Residence in One of the 12 States by Condition

	Test Package (“Rock ‘n Play Sleeper”) (<i>n</i> = 357)	Control Package (“Rock ‘n Play Soother”) (<i>n</i> = 352)	Total (<i>n</i> = 709)
Currently live in one of the 17 states	53.8% (192)	50.0% (176)	51.9% (368)
Currently do <i>not</i> live in one of the 17 states	46.2% (165)	50.0% (176)	48.1% (341)

EXHIBIT J: COMPUTER TABLES WITH RESULTS AND CODES (ALL PARTICIPANTS)

**Table 1: Percent of Participants Selecting Various Answer Choices in Question 30A/B
(Purchase Intention)**

	Test Package ("Rock 'n Play Sleeper") (<i>n</i> = 357)	Control Package ("Rock 'n Play Soother") (<i>n</i> = 352)
Definitely would buy this product	61.3% (219)	63.1% (222)
Probably would buy this product	30.5% (109)	31.5% (111)
May or may not buy this product	4.2% (15)	4.5% (16)
Probably would <u>not</u> buy this product	1.7% (6)	0.6% (2)
Definitely would <u>not</u> buy this product	2.0% (7)	0.0% (0)
Don't know	0.3% (1)	0.3% (1)

Table 2: Percentage of Participants Mentioning Each Category to Q.40-Q.41: Definitely Would Buy or Probably Would Buy This Product

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	709	357	352
Positive (Grand Net)	645 91.0%	319 89.4%	326 92.6%
Comfort/Soothing (Net)	175 24.7%	78 21.8%	97 27.6%
Comfort/Comfortable (Subnet)	147 20.7%	70 19.6%	77 21.9%
Comfortable/comfortable for baby/looks comfortable	131 18.5%	61 17.1%	70 19.9%
Comforting/comforting to baby/Gives comfort/comfort to baby	9 1.3%	5 1.4%	4 1.1%
Incline/angle is/looks comfortable/soothing	1 0.1%	1 0.3%	0 0.0%
Material/fabric is comfortable/soothing	2 0.3%	2 0.6%	0 0.0%
All other comfort/comfortable mentions	6 0.8%	2 0.6%	4 1.1%
Soothing (Subnet)	33 4.7%	10 2.8%	23 6.5%
Soothing/Soothing to baby/Would soothe baby	19 2.7%	5 1.4%	14 4.0%
Calming/Calming to baby/Would calm baby	8 1.1%	3 0.8%	5 1.4%
Vibrations are calming/would calm/soothe baby	8 1.1%	3 0.8%	5 1.4%
All other soothing mentions	2 0.3%	0 0.0%	2 0.6%
Other Comfort/Soothing	20 2.8%	8 2.2%	12 3.4%
Cozy/snug/Cozy/snug for baby	11 1.6%	5 1.4%	6 1.7%
All other comfort/soothing mentions	9 1.3%	3 0.8%	6 1.7%
Brand Equity/Recognition (Net)	189 26.7%	99 27.7%	90 25.6%
Mattel/Fisher-Price Brand (Subnet)	47 6.6%	21 5.9%	26 7.4%
It's Mattel/Fisher-Price	16 2.3%	7 2.0%	9 2.6%
I like/love Mattel/Fisher-Price's products	5 0.7%	2 0.6%	3 0.9%

Table 2: Percentage of Participants Mentioning Each Category to Q.40-Q.41: Definitely Would Buy or Probably Would Buy This Product

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	709	357	352
Mattel/Fisher-Price is a good brand/makes good products	11 1.6%	6 1.7%	5 1.4%
Mattel/Fisher-Price is a reliable/trustworthy brand/I trust Mattel/Fisher-Price	9 1.3%	4 1.1%	5 1.4%
All other Mattel/Fisher-Price brand mentions	10 1.4%	3 0.8%	7 2.0%
Mattel/Fisher-Price Brand Familiarity (Sub-Subnet)	9 1.3%	5 1.4%	4 1.1%
Know/familiar with Mattel/Fisher-Price	2 0.3%	2 0.6%	0 0.0%
I've used/bought other Mattel/Fisher-Price products	3 0.4%	2 0.6%	1 0.3%
All other Mattel/Fisher-Price brand familiarity mentions	4 0.6%	1 0.3%	3 0.9%
Brand (Unspecified) (Subnet)	136 19.2%	75 21.0%	61 17.3%
I like/love the/this brand	22 3.1%	14 3.9%	8 2.3%
It's/this is my favorite brand	2 0.3%	1 0.3%	1 0.3%
It's a good brand/They make good products	28 3.9%	12 3.4%	16 4.5%
It's a reliable/trustworthy brand/I trust the/this brand	48 6.8%	29 8.1%	19 5.4%
The brand (unspecified)	8 1.1%	4 1.1%	4 1.1%
All other brand (unspecified) mentions	24 3.4%	14 3.9%	10 2.8%
Brand (Unspecified) Familiarity (Sub-Subnet)	24 3.4%	13 3.6%	11 3.1%
Know/familiar with the/this brand	3 0.4%	2 0.6%	1 0.3%
I've seen/used/bought this product before	6 0.8%	4 1.1%	2 0.6%
I've used/bought other products from the/this brand	2 0.3%	2 0.6%	0 0.0%
Well known/popular brand	10 1.4%	3 0.8%	7 2.0%
All other brand (unspecified) familiarity mentions	3 0.4%	2 0.6%	1 0.3%

Table 2: Percentage of Participants Mentioning Each Category to Q.40-Q.41: Definitely Would Buy or Probably Would Buy This Product

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	709	357	352
Other Brand Equity/Recognition	12 1.7%	5 1.4%	7 2.0%
Similar to other brands/products	7 1.0%	3 0.8%	4 1.1%
Better than other brands/products	5 0.7%	2 0.6%	3 0.9%
Good/High Quality (Net)	216 30.5%	101 28.3%	115 32.7%
It/product is/seems good/great	81 11.4%	31 8.7%	50 14.2%
It/product looks good (unspecified)	40 5.6%	23 6.4%	17 4.8%
Quality/Has high quality/premium/premium quality	90 12.7%	41 11.5%	49 13.9%
All other good/high quality mentions	10 1.4%	5 1.4%	5 1.4%
Durable (Subnet)	17 2.4%	10 2.8%	7 2.0%
It's durable/sturdy/Looks durable/sturdy	13 1.8%	8 2.2%	5 1.4%
Would last a long time	6 0.8%	3 0.8%	3 0.9%
Deluxe/Soft/Material/Fabric (Net)	60 8.5%	32 9.0%	28 8.0%
It's/looks soft	14 2.0%	8 2.2%	6 1.7%
Like the/good material/fabric	6 0.8%	4 1.1%	2 0.6%
Material/fabric is deluxe	3 0.4%	3 0.8%	0 0.0%
Material/fabric is soft	5 0.7%	2 0.6%	3 0.9%
Material/fabric is comfortable/soothing	2 0.3%	2 0.6%	0 0.0%
(Extra) plush fabrics	19 2.7%	11 3.1%	8 2.3%
(Newborn) insert/headrest/pillow	8 1.1%	2 0.6%	6 1.7%

Table 2: Percentage of Participants Mentioning Each Category to Q.40-Q.41: Definitely Would Buy or Probably Would Buy This Product

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	709	357	352
(Breathable) mesh sides	3 0.4%	2 0.6%	1 0.3%
All other deluxe/soft/material/fabric mentions	17 2.4%	8 2.2%	9 2.6%
Appearance of Package/Product (Net)	90 12.7%	43 12.0%	47 13.4%
Appearance of Package (Subnet)	14 2.0%	8 2.2%	6 1.7%
Like the packaging/design of the package/the package is appealing/attractive	8 1.1%	6 1.7%	2 0.6%
The baby on package	2 0.3%	0 0.0%	2 0.6%
All other appearance of package mentions	4 0.6%	2 0.6%	2 0.6%
Appearance of Product (Subnet)	20 2.8%	12 3.4%	8 2.3%
Like the design of the product/the product is appealing/attractive	9 1.3%	6 1.7%	3 0.9%
Like the color(s) of product	2 0.3%	0 0.0%	2 0.6%
The product/toy looks cute	2 0.3%	1 0.3%	1 0.3%
The puppy/animal is cute	5 0.7%	4 1.1%	1 0.3%
All other appearance of product mentions	4 0.6%	1 0.3%	3 0.9%
Other Appearance of Package/Product	61 8.6%	27 7.6%	34 9.7%
Like the color(s)/colorful	5 0.7%	1 0.3%	4 1.1%
Like the/good design/style/presentation	23 3.2%	11 3.1%	12 3.4%
Like the/good appearance	20 2.8%	9 2.5%	11 3.1%
Looks/is cute/adorable	14 2.0%	6 1.7%	8 2.3%
All other appearance of package/product mentions	2 0.3%	1 0.3%	1 0.3%

Table 2: Percentage of Participants Mentioning Each Category to Q.40-Q.41: Definitely Would Buy or Probably Would Buy This Product

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	709	357	352
Play/Entertainment/Fun (Net)	18 2.5%	9 2.5%	9 2.6%
It's entertaining/fun/provides entertainment/fun	2 0.3%	2 0.6%	0 0.0%
Would be entertaining/fun for baby/keeps baby entertained	5 0.7%	1 0.3%	4 1.1%
Playful/baby would like playing	1 0.1%	1 0.3%	0 0.0%
I like/baby would like the toy	2 0.3%	1 0.3%	1 0.3%
All other play/entertainment/fun mentions	8 1.1%	4 1.1%	4 1.1%
Features/Settings (Net)	32 4.5%	20 5.6%	12 3.4%
Has many features/settings	9 1.3%	6 1.7%	3 0.9%
Has good features/settings	17 2.4%	11 3.1%	6 1.7%
The features/settings (unspecified)	1 0.1%	0 0.0%	1 0.3%
All other features/settings mentions	6 0.8%	4 1.1%	2 0.6%
Vibration/Rocking (Net)	49 6.9%	24 6.7%	25 7.1%
It has/like the vibrations/rocking/It vibrates/rocks	28 3.9%	11 3.1%	17 4.8%
It's a rocker	6 0.8%	4 1.1%	2 0.6%
Vibrations are calming/would calm/soothe baby	8 1.1%	3 0.8%	5 1.4%
All other vibration/rocking mentions	10 1.4%	7 2.0%	3 0.9%
Incline/Angle (Net)	22 3.1%	14 3.9%	8 2.3%
It has/like the incline/angle	17 2.4%	9 2.5%	8 2.3%
Incline/angle is/looks comfortable/soothing	1 0.1%	1 0.3%	0 0.0%
All other incline/angle mentions	4	4	0

Table 2: Percentage of Participants Mentioning Each Category to Q.40-Q.41: Definitely Would Buy or Probably Would Buy This Product

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	709	357	352
All other convenience/ease mentions	0.6%	1.1%	0.0%
Convenience/Ease of Use (Net)	45 6.3%	18 5.0%	27 7.7%
It's convenient/Like the convenience	13 1.8%	5 1.4%	8 2.3%
Easy to use	20 2.8%	8 2.2%	12 3.4%
All other convenience/ease of use mentions	14 2.0%	6 1.7%	8 2.3%
Portability (Net)	33 4.7%	14 3.9%	19 5.4%
It's portable/Can/easy to move around/Like the portability	21 3.0%	8 2.2%	13 3.7%
Folds/foldable for storage/Good/easy for storage	10 1.4%	4 1.1%	6 1.7%
Adaptable/flexible	4 0.6%	2 0.6%	2 0.6%
All other portability mentions	7 1.0%	3 0.8%	4 1.1%
Useful/Beneficial (Net)	80 11.3%	46 12.9%	34 9.7%
It's useful/looks useful	57 8.0%	31 8.7%	26 7.4%
It's beneficial/provides benefits	9 1.3%	6 1.7%	3 0.9%
It's helpful/would help me/my baby/helpful to parents	14 2.0%	9 2.5%	5 1.4%
All other useful/beneficial mentions	3 0.4%	3 0.8%	0 0.0%
Size (Net)	14 2.0%	5 1.4%	9 2.6%
Good size/I like the size	4 0.6%	2 0.6%	2 0.6%
Large size	1 0.1%	0 0.0%	1 0.3%
Small/compact/doesn't take up much space	7 1.0%	3 0.8%	4 1.1%
All other size mentions	2 0.3%	0 0.0%	2 0.6%

Table 2: Percentage of Participants Mentioning Each Category to Q.40-Q.41: Definitely Would Buy or Probably Would Buy This Product

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	709	357	352
Price/Value (Net)	43 6.1%	23 6.4%	20 5.7%
Price is good/cost-effective	17 2.4%	7 2.0%	10 2.8%
Price is affordable/reasonable	4 0.6%	1 0.3%	3 0.9%
Good value/worth the price	19 2.7%	14 3.9%	5 1.4%
All other price/value mentions	3 0.4%	1 0.3%	2 0.6%
Meets Needs/Looking for Something Like This (Net)	58 8.2%	30 8.4%	28 8.0%
Meets/meets my needs	15 2.1%	11 3.1%	4 1.1%
I'm/have been looking for something like it/this	4 0.6%	1 0.3%	3 0.9%
It/this has what I want/need/am looking for	10 1.4%	6 1.7%	4 1.1%
Need it/have need for product/it's necessary/a necessity	16 2.3%	9 2.5%	7 2.0%
All other want to meets needs/looking for something like this mentions	13 1.8%	3 0.8%	10 2.8%
New/Different/Interesting/Unique (Net)	54 7.6%	27 7.6%	27 7.7%
It's/seems new/a new product/different	15 2.1%	7 2.0%	8 2.3%
It's/seems interesting	9 1.3%	3 0.8%	6 1.7%
It's unique/innovative	30 4.2%	19 5.3%	11 3.1%
I want to try something new	3 0.4%	0 0.0%	3 0.9%
All other new/different/interesting/unique mentions	7 1.0%	3 0.8%	4 1.1%
Want to Try/Buy (Net)	43 6.1%	16 4.5%	27 7.7%
Want to try it/this	6 0.8%	3 0.8%	3 0.9%

Table 2: Percentage of Participants Mentioning Each Category to Q.40-Q.41: Definitely Would Buy or Probably Would Buy This Product

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	709	357	352
Want to buy it/this	30 4.2%	12 3.4%	18 5.1%
I want to try something new	3 0.4%	0 0.0%	3 0.9%
All other want to try/buy mentions	4 0.6%	1 0.3%	3 0.9%
Gift/Others Would Like (Net)	30 4.2%	14 3.9%	16 4.5%
It's a/it would make a good gift	23 3.2%	11 3.1%	12 3.4%
My [family member/friend/acquaintance] would like it	5 0.7%	2 0.6%	3 0.9%
All other gift/others would like mentions	3 0.4%	1 0.3%	2 0.6%
Recommendations (Net)	3 0.4%	0 0.0%	3 0.9%
Has good reviews/is recommended	2 0.3%	0 0.0%	2 0.6%
All other recommendations mentions	1 0.1%	0 0.0%	1 0.3%
Sleep/Nap (Net)	56 7.9%	41 11.5%	15 4.3%
Sleep (Subnet)	47 6.6%	35 9.8%	12 3.4%
Good for sleep/sleeping	10 1.4%	6 1.7%	4 1.1%
Baby can/would fall asleep	6 0.8%	5 1.4%	1 0.3%
I would use it to put baby to sleep	2 0.3%	1 0.3%	1 0.3%
Can/would use for overnight sleep	4 0.6%	4 1.1%	0 0.0%
Vibrations help baby sleep	4 0.6%	4 1.1%	0 0.0%
Incline/angle helps baby sleep	0 0.0%	0 0.0%	0 0.0%
Safe for sleep/sleeping	1 0.1%	1 0.3%	0 0.0%
Comfortable for sleep/baby can sleep comfortably	13	12	1

Table 2: Percentage of Participants Mentioning Each Category to Q.40-Q.41: Definitely Would Buy or Probably Would Buy This Product

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	709	357	352
Comfortable for sleep/baby can sleep comfortably	1.8%	3.4%	0.3%
All other sleep mentions	11 1.6%	6 1.7%	5 1.4%
Nap (Subnet)	10 1.4%	7 2.0%	3 0.9%
Good for naps/napping	5 0.7%	3 0.8%	2 0.6%
Baby can/would nap	2 0.3%	1 0.3%	1 0.3%
Safe for naps/napping	1 0.1%	1 0.3%	0 0.0%
All other nap mentions	2 0.3%	2 0.6%	0 0.0%
Rest (Net)	10 1.4%	5 1.4%	5 1.4%
Good for rest/resting	7 1.0%	2 0.6%	5 1.4%
Baby can/would rest	1 0.1%	1 0.3%	0 0.0%
All other rest mentions	2 0.3%	2 0.6%	0 0.0%
Safety (Net)	68 9.6%	31 8.7%	37 10.5%
It's/it looks safe	33 4.7%	15 4.2%	18 5.1%
Baby would be safe/Safe for baby	20 2.8%	11 3.1%	9 2.6%
All other safety mentions	21 3.0%	8 2.2%	13 3.7%
General Liking of the Product (Net)	92 13.0%	50 14.0%	42 11.9%
I like/love it	60 8.5%	39 10.9%	21 6.0%
Baby would like/love it	21 3.0%	6 1.7%	15 4.3%
All other general liking of the product mentions	11 1.6%	5 1.4%	6 1.7%

Table 2: Percentage of Participants Mentioning Each Category to Q.40-Q.41: Definitely Would Buy or Probably Would Buy This Product

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	709	357	352
Other Positive	79 11.1%	37 10.4%	42 11.9%
Good/better for babies/will be good for my baby	30 4.2%	16 4.5%	14 4.0%
Effective/works well/like how it functions/the functionality	15 2.1%	5 1.4%	10 2.8%
All other positive mentions	37 5.2%	17 4.8%	20 5.7%
Negative (Grand Net)	9 1.3%	5 1.4%	4 1.1%
Price (Net)	3 0.4%	2 0.6%	1 0.3%
Expensive/costly/price is/seems/would be high/too high	3 0.4%	2 0.6%	1 0.3%
Appearance of Package/Product (Net)	1 0.1%	1 0.3%	0 0.0%
Other Appearance of Package/Product	1 0.1%	1 0.3%	0 0.0%
Dislike the/bad appearance	1 0.1%	1 0.3%	0 0.0%
Brand Equity/Recognition (Net)	1 0.1%	1 0.3%	0 0.0%
Prefer/Use Another Brand (Subnet)	1 0.1%	1 0.3%	0 0.0%
I prefer/use another/other brand/product	1 0.1%	1 0.3%	0 0.0%
Don't Need/Already Have (Net)	1 0.1%	0 0.0%	1 0.3%
Already have another product/something else	1 0.1%	0 0.0%	1 0.3%
Sleep/Nap (Net)	0 0.0%	0 0.0%	0 0.0%
Safety (Net)	0 0.0%	0 0.0%	0 0.0%

Table 2: Percentage of Participants Mentioning Each Category to Q.40-Q.41: Definitely Would Buy or Probably Would Buy This Product

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	709	357	352
Danger/Injury/Death (Net)	1 0.1%	0 0.0%	1 0.3%
It's/It seems/looks dangerous/harmful	0 0.0%	0 0.0%	0 0.0%
Babies could be injured/Risk of injury	0 0.0%	0 0.0%	0 0.0%
Babies could die/Risk of death	0 0.0%	0 0.0%	0 0.0%
Babies have been harmed/injured from it/this product	0 0.0%	0 0.0%	0 0.0%
Babies have died from it/this product	0 0.0%	0 0.0%	0 0.0%
All other danger/injury/death mentions	1 0.1%	0 0.0%	1 0.3%
Other Negative	3 0.4%	1 0.3%	2 0.6%
All other negative mentions	3 0.4%	1 0.3%	2 0.6%
Neutral (Grand Net)	39 5.5%	21 5.9%	18 5.1%
Price/Value (Net)	18 2.5%	11 3.1%	7 2.0%
The price (unspecified)	2 0.3%	0 0.0%	2 0.6%
It would depend on the price	8 1.1%	6 1.7%	2 0.6%
Don't know how much it would cost	2 0.3%	1 0.3%	1 0.3%
It depends on if it costs the same as other products/brands	1 0.1%	1 0.3%	0 0.0%
All other price/value mentions	6 0.8%	4 1.1%	2 0.6%
Need to Compare/Check/Need More Information (Net)	11 1.6%	4 1.1%	7 2.0%
Not enough information/Want/need more information	1 0.1%	0 0.0%	1 0.3%
Want/need to compare with other products	5 0.7%	2 0.6%	3 0.9%

Table 2: Percentage of Participants Mentioning Each Category to Q.40-Q.41: Definitely Would Buy or Probably Would Buy This Product

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	709	357	352
Want/need to check information/do more research/ask others	2 0.3%	1 0.3%	1 0.3%
All other need to compare/check/need more information mentions	5 0.7%	1 0.3%	4 1.1%
Other Neutral	17 2.4%	9 2.5%	8 2.3%
Depends on need/if I need it/if the person I would buy it for needs it	3 0.4%	2 0.6%	1 0.3%
All other neutral mentions	15 2.1%	8 2.2%	7 2.0%
Miscellaneous	4 0.6%	3 0.8%	1 0.3%
None/nothing/no reason	3 0.4%	2 0.6%	1 0.3%
Don't know/not sure	1 0.1%	1 0.3%	0 0.0%

Table 3: Percentage of Participants Mentioning Each Category to Q.40-Q.41: May or May Not, Probably Would Not, or Definitely Would Not Buy This Product

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	709	357	352
Positive (Grand Net)	13 1.8%	7 2.0%	6 1.7%
Brand Equity/Recognition (Net)	1 0.1%	1 0.3%	0 0.0%
Mattel/Fisher-Price Brand (Subnet)	1 0.1%	1 0.3%	0 0.0%
I like/love Mattel/Fisher-Price's products	1 0.1%	1 0.3%	0 0.0%
Mattel/Fisher-Price is a reliable/trustworthy brand/I trust Mattel/Fisher-Price	1 0.1%	1 0.3%	0 0.0%
Good/High Quality (Net)	6 0.8%	5 1.4%	1 0.3%
It/product looks good (unspecified)	5 0.7%	4 1.1%	1 0.3%
Quality/Has high quality/premium/premium quality	1 0.1%	1 0.3%	0 0.0%
Deluxe/Soft/Material/Fabric (Net)	1 0.1%	1 0.3%	0 0.0%
(Extra) plush fabrics	1 0.1%	1 0.3%	0 0.0%
Appearance of Package/Product (Net)	1 0.1%	0 0.0%	1 0.3%
Other Appearance of Package/Product	1 0.1%	0 0.0%	1 0.3%
Like the/good design/style/presentation	1 0.1%	0 0.0%	1 0.3%
Features/Settings (Net)	2 0.3%	1 0.3%	1 0.3%
Has many features/settings	1 0.1%	0 0.0%	1 0.3%
Has good features/settings	1 0.1%	1 0.3%	0 0.0%
Useful/Beneficial (Net)	1 0.1%	1 0.3%	0 0.0%
It's useful/looks useful	1 0.1%	1 0.3%	0 0.0%

Table 3: Percentage of Participants Mentioning Each Category to Q.40-Q.41: May or May Not, Probably Would Not, or Definitely Would Not Buy This Product

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	709	357	352
New/Different/Interesting/Unique (Net)	1 0.1%	0 0.0%	1 0.3%
It's/seems interesting	1 0.1%	0 0.0%	1 0.3%
Gift/Others Would Like (Net)	1 0.1%	1 0.3%	0 0.0%
It's a/it would make a good gift	1 0.1%	1 0.3%	0 0.0%
Sleep/Nap (Net)	1 0.1%	1 0.3%	0 0.0%
Sleep (Subnet)	1 0.1%	1 0.3%	0 0.0%
Good for sleep/sleeping	0 0.0%	0 0.0%	0 0.0%
Baby can/would fall asleep	0 0.0%	0 0.0%	0 0.0%
I would use it to put baby to sleep	0 0.0%	0 0.0%	0 0.0%
Can/would use for overnight sleep	0 0.0%	0 0.0%	0 0.0%
Vibrations help baby sleep	0 0.0%	0 0.0%	0 0.0%
Incline/angle helps baby sleep	1 0.1%	1 0.3%	0 0.0%
Safe for sleep/sleeping	0 0.0%	0 0.0%	0 0.0%
Comfortable for sleep/baby can sleep comfortably	0 0.0%	0 0.0%	0 0.0%
All other sleep mentions	0 0.0%	0 0.0%	0 0.0%
Nap (Subnet)	0 0.0%	0 0.0%	0 0.0%
Good for naps/napping	0 0.0%	0 0.0%	0 0.0%
Baby can/would nap	0 0.0%	0 0.0%	0 0.0%
Safe for naps/napping	0 0.0%	0 0.0%	0 0.0%
All other nap mentions	0 0.0%	0 0.0%	0 0.0%

Table 3: Percentage of Participants Mentioning Each Category to Q.40-Q.41: May or May Not, Probably Would Not, or Definitely Would Not Buy This Product

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	709	357	352
Rest (Net)	0 0.0%	0 0.0%	0 0.0%
Safety (Net)	0 0.0%	0 0.0%	0 0.0%
It's/it looks safe	0 0.0%	0 0.0%	0 0.0%
Baby would be safe/Safe for baby	0 0.0%	0 0.0%	0 0.0%
All other safety mentions	0 0.0%	0 0.0%	0 0.0%
General Liking of the Product (Net)	3 0.4%	1 0.3%	2 0.6%
I like/love it	2 0.3%	1 0.3%	1 0.3%
All other general liking of the product mentions	1 0.1%	0 0.0%	1 0.3%
Negative (Grand Net)	27 3.8%	17 4.8%	10 2.8%
Comfort/Soothing (Net)	1 0.1%	0 0.0%	1 0.3%
Uncomfortable/Doesn't seem/look comfortable/soothing	1 0.1%	0 0.0%	1 0.3%
Price (Net)	2 0.3%	1 0.3%	1 0.3%
Expensive/costly/price is/seems/would be high/too high	2 0.3%	1 0.3%	1 0.3%
Appearance of Package/Product (Net)	2 0.3%	2 0.6%	0 0.0%
Appearance of Package (Subnet)	1 0.1%	1 0.3%	0 0.0%
All other appearance of package mentions	1 0.1%	1 0.3%	0 0.0%
Other Appearance of Package/Product	1 0.1%	1 0.3%	0 0.0%
Dislike the/bad appearance	1 0.1%	1 0.3%	0 0.0%

Table 3: Percentage of Participants Mentioning Each Category to Q.40-Q.41: May or May Not, Probably Would Not, or Definitely Would Not Buy This Product

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	709	357	352
Brand Equity/Recognition (Net)	3 0.4%	3 0.8%	0 0.0%
Mattel/Fisher-Price Brand (Subnet)	1 0.1%	1 0.3%	0 0.0%
All other Mattel/Fisher-Price brand mentions	1 0.1%	1 0.3%	0 0.0%
Prefer/Use Another Brand (Subnet)	3 0.4%	3 0.8%	0 0.0%
I prefer/use another/other brand/product	1 0.1%	1 0.3%	0 0.0%
I like the brand/product I use	1 0.1%	1 0.3%	0 0.0%
All other prefer/use another brand mentions	1 0.1%	1 0.3%	0 0.0%
Don't Need/Already Have (Net)	6 0.8%	4 1.1%	2 0.6%
Don't need it/this product	3 0.4%	1 0.3%	2 0.6%
Already have another product/something else	3 0.4%	3 0.8%	0 0.0%
Sleep/Nap (Net)	1 0.1%	1 0.3%	0 0.0%
Sleep (Subnet)	1 0.1%	1 0.3%	0 0.0%
All other sleep mentions	1 0.1%	1 0.3%	0 0.0%
Safety (Net)	5 0.7%	4 1.1%	1 0.3%
Safety/Safety issues (unspecified)	1 0.1%	1 0.3%	0 0.0%
Recall/Recalled for safety issues	4 0.6%	4 1.1%	0 0.0%
All other safety mentions	2 0.3%	1 0.3%	1 0.3%

Table 3: Percentage of Participants Mentioning Each Category to Q.40-Q.41: May or May Not, Probably Would Not, or Definitely Would Not Buy This Product

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	709	357	352
Danger/Injury/Death (Net)	5 0.7%	3 0.8%	2 0.6%
It's/It seems/looks dangerous/harmful	1 0.1%	0 0.0%	1 0.3%
Babies have died from it/this product	3 0.4%	1 0.3%	2 0.6%
All other danger/injury/death mentions	3 0.4%	3 0.8%	0 0.0%
Other Negative	7 1.0%	2 0.6%	5 1.4%
All other negative mentions	7 1.0%	2 0.6%	5 1.4%
Neutral (Grand Net)	22 3.1%	13 3.6%	9 2.6%
Price/Value (Net)	8 1.1%	2 0.6%	6 1.7%
It would depend on the price	5 0.7%	1 0.3%	4 1.1%
Don't know how much it would cost	2 0.3%	1 0.3%	1 0.3%
It depends on if it costs the same as other products/brands	2 0.3%	1 0.3%	1 0.3%
Need to Compare/Check/Need More Information (Net)	7 1.0%	5 1.4%	2 0.6%
Not enough information/Want/need more information	1 0.1%	0 0.0%	1 0.3%
Want/need to compare with other products	3 0.4%	2 0.6%	1 0.3%
All other need to compare/check/need more information mentions	3 0.4%	3 0.8%	0 0.0%
Other Neutral	12 1.7%	8 2.2%	4 1.1%
Depends on need/if I need it/if the person I would buy it for needs it	5 0.7%	3 0.8%	2 0.6%
All other neutral mentions	8 1.1%	6 1.7%	2 0.6%

Table 4: Percentage of Participants Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soother")
	709	357	352
Media (Net)	597	292	305
	84.2%	81.8%	86.6%
Internet/Online (Subnet)	595	292	303
	83.9%	81.8%	86.1%
Named Websites (Sub-Subnet)	202	96	106
	28.5%	26.9%	30.1%
Amazon	121	59	62
	17.1%	16.5%	17.6%
Facebook	43	26	17
	6.1%	7.3%	4.8%
BuyBuyBaby.com/BuyBuyBaby website	1	1	0
	0.1%	0.3%	0.0%
Walmart.com/Walmart website	21	12	9
	3.0%	3.4%	2.6%
YouTube	39	16	23
	5.5%	4.5%	6.5%
Instagram	10	7	3
	1.4%	2.0%	0.9%
Reddit	10	2	8
	1.4%	0.6%	2.3%
All other named websites mentions	22	9	13
	3.1%	2.5%	3.7%
Reviews (Sub-Subnet)	185	92	93
	26.1%	25.8%	26.4%
Review websites/Look for reviews/User/customer reviews	117	61	56
	16.5%	17.1%	15.9%
Amazon reviews/Go on Amazon for reviews	52	25	27
	7.3%	7.0%	7.7%
Consumer Reports/Consumer Reports reviews/Go on Consumer Reports for reviews	10	4	6
	1.4%	1.1%	1.7%
Google reviews	8	4	4
	1.1%	1.1%	1.1%
YouTube reviews	7	2	5
	1.0%	0.6%	1.4%
All other reviews mentions	16	8	8
	2.3%	2.2%	2.3%
Manufacturer/Brand/Product Website (Sub-Subnet)	120	53	67
	16.9%	14.8%	19.0%
Manufacturer/brand/product website	88	34	54
	12.4%	9.5%	15.3%
Mattel/Fisher-Price website	21	12	9
	3.0%	3.4%	2.6%

Table 4: Percentage of Participants Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soothe")
	709	357	352
Mattel/Fisher-Price	10 1.4%	6 1.7%	4 1.1%
All other manufacturer/brand/product website mentions	2 0.3%	1 0.3%	1 0.3%
Miscellaneous Internet (Sub-Subnet)	476 67.1%	237 66.4%	239 67.9%
Google/Google search	226 31.9%	118 33.1%	108 30.7%
Search engines/Other search engines/online search	59 8.3%	30 8.4%	29 8.2%
Online/Internet/Websites/Would look online/on the Internet/on websites (unspecified)	127 17.9%	52 14.6%	75 21.3%
Social media (unspecified)	69 9.7%	37 10.4%	32 9.1%
Blogs/forums	43 6.1%	28 7.8%	15 4.3%
Baby/parenting websites (unspecified)	13 1.8%	6 1.7%	7 2.0%
Store/retailer website (unspecified)	46 6.5%	22 6.2%	24 6.8%
All other online/internet mentions	27 3.8%	16 4.5%	11 3.1%
Other Media (Subnet)	35 4.9%	21 5.9%	14 4.0%
News/Newspapers/news articles	3 0.4%	1 0.3%	2 0.6%
Ads/advertising/commercials	9 1.3%	6 1.7%	3 0.9%
TV/videos	10 1.4%	7 2.0%	3 0.9%
Books/magazines	12 1.7%	6 1.7%	6 1.7%
All other other media mentions	8 1.1%	5 1.4%	3 0.9%
Package/Packaging (Net)	7 1.0%	3 0.8%	4 1.1%
On the package/packaging	3 0.4%	2 0.6%	1 0.3%
The package/packaging (unspecified)	2 0.3%	1 0.3%	1 0.3%

Table 4: Percentage of Participants Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soother")
	709	357	352
Label/instructions on package	1 0.1%	0 0.0%	1 0.3%
The product/The product itself	1 0.1%	0 0.0%	1 0.3%
People/Word of Mouth (Net)	127 17.9%	62 17.4%	65 18.5%
Word of mouth (unspecified)	7 1.0%	4 1.1%	3 0.9%
Family/friends	89 12.6%	40 11.2%	49 13.9%
Pediatrician/doctor	14 2.0%	8 2.2%	6 1.7%
Experts/expert opinions (unspecified)	2 0.3%	1 0.3%	1 0.3%
Other parents/moms (not family/friends)	18 2.5%	8 2.2%	10 2.8%
Salespeople/Store employees	8 1.1%	5 1.4%	3 0.9%
All other people/word of mouth mentions	6 0.8%	3 0.8%	3 0.9%
Store (Net)	136 19.2%	64 17.9%	72 20.5%
Store/stores (unspecified)	17 2.4%	7 2.0%	10 2.8%
In store/Physical store(s)	50 7.1%	21 5.9%	29 8.2%
Named store/stores (e.g., Walmart, Target, BuyBuyBaby, etc.)	63 8.9%	31 8.7%	32 9.1%
All other store mentions	9 1.3%	6 1.7%	3 0.9%
Specific Information (Net)	39 5.5%	18 5.0%	21 6.0%
Recall/Would look up recalls	7 1.0%	1 0.3%	6 1.7%
Safety issues/Would look up safety issues	11 1.6%	4 1.1%	7 2.0%
Price/would look up price/value/compare prices	10 1.4%	5 1.4%	5 1.4%
Other specific information mentions	18 2.5%	12 3.4%	6 1.7%

Table 4: Percentage of Participants Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soothe")
	709	357	352
Need to Compare/Check/Need More Information (Net)	14 2.0%	7 2.0%	7 2.0%
Not enough information/Want/need more information	2 0.3%	1 0.3%	1 0.3%
Want/need to compare with other products	3 0.4%	2 0.6%	1 0.3%
Want/need to check information/do more research/ask others	7 1.0%	3 0.8%	4 1.1%
All other need to compare/check/need more information mentions	2 0.3%	1 0.3%	1 0.3%
General Liking of the Product (Net)	22 3.1%	15 4.2%	7 2.0%
I like/love it	7 1.0%	5 1.4%	2 0.6%
All other general liking of the product mentions	17 2.4%	11 3.1%	6 1.7%
Miscellaneous	35 4.9%	19 5.3%	16 4.5%
Brand/company (unspecified)	10 1.4%	6 1.7%	4 1.1%
None/nothing/nowhere	1 0.1%	0 0.0%	1 0.3%
Don't know/not sure	5 0.7%	4 1.1%	1 0.3%
All other mentions	19 2.7%	9 2.5%	10 2.8%

Table 5: Percentage of Participants Mentioning Each Category to Q.61-Q.62 ("Awareness of Issues")

Q.61/Q.62: Awareness of issue(s)	Total	Test ("Sleeper")	Control ("Soother")
	709	357	352
Danger/Injury/Death (Net)	16 2.3%	6 1.7%	10 2.8%
It's dangerous/harmful/hazardous	2 0.3%	1 0.3%	1 0.3%
Babies have been harmed/injured from it/this product	2 0.3%	0 0.0%	2 0.6%
Babies have fallen from it/this product	3 0.4%	0 0.0%	3 0.9%
Babies have died from it/this product	3 0.4%	3 0.8%	0 0.0%
Babies have suffocated from it/this product	4 0.6%	1 0.3%	3 0.9%
Babies have choked from it/this product/Choking hazard	2 0.3%	0 0.0%	2 0.6%
All other danger/injury/death mentions	4 0.6%	3 0.8%	1 0.3%
Sleep/Nap (Net)	2 0.3%	2 0.6%	0 0.0%
Sleep (Subnet)	2 0.3%	2 0.6%	0 0.0%
All other sleep mentions	2 0.3%	2 0.6%	0 0.0%
Safety (Net)	12 1.7%	6 1.7%	6 1.7%
It's not/doesn't look safe	2 0.3%	1 0.3%	1 0.3%
Baby would not be safe/Not safe for baby	1 0.1%	0 0.0%	1 0.3%
Safety/Safety issues (unspecified)	6 0.8%	3 0.8%	3 0.9%
Safety issues due to user error	1 0.1%	1 0.3%	0 0.0%
All other safety mentions	3 0.4%	1 0.3%	2 0.6%
Recall (Net)	11 1.6%	6 1.7%	5 1.4%
Recall Due to Danger/Injury/Death (Subnet)	4 0.6%	2 0.6%	2 0.6%
Recalled due to babies suffocating	1 0.1%	1 0.3%	0 0.0%

Table 5: Percentage of Participants Mentioning Each Category to Q.61-Q.62 ("Awareness of Issues")

Q.61/Q.62: Awareness of issue(s)	Total	Test ("Sleeper")	Control ("Soother")
	709	357	352
Recalled due to babies dying	3 0.4%	1 0.3%	2 0.6%
Recall Due to Safety (Subnet)	2 0.3%	1 0.3%	1 0.3%
Recalled due to safety issues	1 0.1%	1 0.3%	0 0.0%
All other recall due to safety mentions	1 0.1%	0 0.0%	1 0.3%
Other Recall	6 0.8%	3 0.8%	3 0.9%
There was a recall/It/this product/Rock 'n Play was recalled	1 0.1%	1 0.3%	0 0.0%
Another product/similar product was recalled	2 0.3%	0 0.0%	2 0.6%
All other recall mentions	3 0.4%	2 0.6%	1 0.3%
Negative Product (Net)	41 5.8%	26 7.3%	15 4.3%
Defective/bad/low quality/not a good product	13 1.8%	11 3.1%	2 0.6%
Product expensive/too expensive/dislike price/value	8 1.1%	5 1.4%	3 0.9%
Product not comfortable/soothing	4 0.6%	2 0.6%	2 0.6%
Product breaks/not durable	4 0.6%	1 0.3%	3 0.9%
Not as good as other products/brands	1 0.1%	1 0.3%	0 0.0%
Product falls over/tips over/can collapse	3 0.4%	2 0.6%	1 0.3%
Product is not environmentally friendly/not sustainable	3 0.4%	1 0.3%	2 0.6%
Issues with material/material is not soft	3 0.4%	2 0.6%	1 0.3%
Product is too small/too tight	2 0.3%	1 0.3%	1 0.3%
All other general negative product mentions	10 1.4%	6 1.7%	4 1.1%

Table 5: Percentage of Participants Mentioning Each Category to Q.61-Q.62 ("Awareness of Issues")

Q.61/Q.62: Awareness of issue(s)	Total	Test ("Sleeper")	Control ("Soothe")
	709	357	352
Positive Product (Net)	38 5.4%	16 4.5%	22 6.3%
Good/high quality product	8 1.1%	3 0.8%	5 1.4%
Safe/Safe for baby	3 0.4%	0 0.0%	3 0.9%
Like it/this product	6 0.8%	3 0.8%	3 0.9%
Good product/it's good	6 0.8%	4 1.1%	2 0.6%
Good price/value	4 0.6%	3 0.8%	1 0.3%
Sturdy/durable	2 0.3%	1 0.3%	1 0.3%
Comfortable/comfort	3 0.4%	0 0.0%	3 0.9%
New/different/unique product	4 0.6%	1 0.3%	3 0.9%
Works well/effective/good performance	2 0.3%	1 0.3%	1 0.3%
Good for babies	2 0.3%	0 0.0%	2 0.6%
All other positive product mentions	10 1.4%	4 1.1%	6 1.7%
Issues (Net)	10 1.4%	3 0.8%	7 2.0%
Issue/issues/problems (unspecified)	3 0.4%	0 0.0%	3 0.9%
All other issues mentions	7 1.0%	3 0.8%	4 1.1%
None (Net)	43 6.1%	20 5.6%	23 6.5%
None/nothing/no issues	43 6.1%	20 5.6%	23 6.5%
Miscellaneous	35 4.9%	16 4.5%	19 5.4%
Don't know/not sure	5 0.7%	3 0.8%	2 0.6%
Positive brand mentions: good/great brand, trusted brand	6 0.8%	4 1.1%	2 0.6%

Table 5: Percentage of Participants Mentioning Each Category to Q.61-Q.62 ("Awareness of Issues")

Q.61/Q.62: Awareness of issue(s)	Total	Test ("Sleeper")	Control ("Soother")
	709	357	352
Method of receiving information (social media, online ads, in store, etc.)	9 1.3%	3 0.8%	6 1.7%
Specific products mentioned only (carriers, cribs, powder, shampoo, etc.)	6 0.8%	1 0.3%	5 1.4%
All other mentions	10 1.4%	5 1.4%	5 1.4%

**EXHIBIT K: COMPUTER TABLES WITH RESULTS AND CODES AMONG
FEMALE PARTICIPANTS**

Table 1: Percent of Female Participants Selecting Various Answer Choices in Question 30A/B (Purchase Intention)

	Test Package (“Rock ‘n Play Sleeper”) (<i>n</i> = 153)	Control Package (“Rock ‘n Play Soother”) (<i>n</i> = 151)
Definitely would buy this product	59.5% (91)	58.9% (89)
Probably would buy this product	32.0% (49)	35.8% (54)
May or may not buy this product	2.6% (4)	4.6% (7)
Probably would <u>not</u> buy this product	2.0% (3)	0.7% (1)
Definitely would <u>not</u> buy this product	3.9% (6)	0.0% (0)
Don’t know	0.0% (0)	0.0% (0)

Table 2: Percentage of Female Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	304	153	151
Positive (Grand Net)	275 90.5%	137 89.5%	138 91.4%
Comfort/Soothing (Net)	100 32.9%	45 29.4%	55 36.4%
Comfort/Comfortable (Subnet)	81 26.6%	40 26.1%	41 27.2%
Comfortable/comfortable for baby/looks comfortable	68 22.4%	32 20.9%	36 23.8%
Comforting/comforting to baby/Gives comfort/comfort to baby	8 2.6%	5 3.3%	3 2.0%
Incline/angle is/looks comfortable/soothing	1 0.3%	1 0.7%	0 0.0%
Material/fabric is comfortable/soothing	2 0.7%	2 1.3%	0 0.0%
All other comfort/comfortable mentions	3 1.0%	1 0.7%	2 1.3%
Soothing (Subnet)	23 7.6%	7 4.6%	16 10.6%
Soothing/Soothing to baby/Would soothe baby	16 5.3%	5 3.3%	11 7.3%
Calming/Calming to baby/Would calm baby	4 1.3%	2 1.3%	2 1.3%
Vibrations are calming/would calm/soothe baby	5 1.6%	1 0.7%	4 2.6%
All other soothing mentions	1 0.3%	0 0.0%	1 0.7%
Other Comfort/Soothing	16 5.3%	5 3.3%	11 7.3%
Cozy/snug/Cozy/snug for baby	8 2.6%	3 2.0%	5 3.3%
All other comfort/soothing mentions	8 2.6%	2 1.3%	6 4.0%
Brand Equity/Recognition (Net)	82 27.0%	42 27.5%	40 26.5%
Mattel/Fisher-Price Brand (Subnet)	24 7.9%	11 7.2%	13 8.6%
It's Mattel/Fisher-Price	10 3.3%	4 2.6%	6 4.0%
I like/love Mattel/Fisher-Price's products	4 1.3%	2 1.3%	2 1.3%

Table 2: Percentage of Female Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	304	153	151
Mattel/Fisher-Price is a good brand/makes good products	3 1.0%	2 1.3%	1 0.7%
Mattel/Fisher-Price is a reliable/trustworthy brand/I trust Mattel/Fisher-Price	5 1.6%	2 1.3%	3 2.0%
All other Mattel/Fisher-Price brand mentions	3 1.0%	1 0.7%	2 1.3%
Mattel/Fisher-Price Brand Familiarity (Sub-Subnet)	4 1.3%	2 1.3%	2 1.3%
Know/familiar with Mattel/Fisher-Price	1 0.3%	1 0.7%	0 0.0%
I've used/bought other Mattel/Fisher-Price products	1 0.3%	1 0.7%	0 0.0%
All other Mattel/Fisher-Price brand familiarity mentions	2 0.7%	0 0.0%	2 1.3%
Brand (Unspecified) (Subnet)	55 18.1%	29 19.0%	26 17.2%
I like/love the/this brand	7 2.3%	4 2.6%	3 2.0%
It's/this is my favorite brand	1 0.3%	1 0.7%	0 0.0%
It's a good brand/They make good products	8 2.6%	4 2.6%	4 2.6%
It's a reliable/trustworthy brand/I trust the/this brand	21 6.9%	11 7.2%	10 6.6%
The brand (unspecified)	3 1.0%	2 1.3%	1 0.7%
All other brand (unspecified) mentions	11 3.6%	6 3.9%	5 3.3%
Brand (Unspecified) Familiarity (Sub-Subnet)	14 4.6%	6 3.9%	8 5.3%
Know/familiar with the/this brand	1 0.3%	1 0.7%	0 0.0%
I've seen/used/bought this product before	4 1.3%	2 1.3%	2 1.3%
I've used/bought other products from the/this brand	2 0.7%	2 1.3%	0 0.0%
Well known/popular brand	7 2.3%	1 0.7%	6 4.0%

Table 2: Percentage of Female Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	304	153	151
Other Brand Equity/Recognition	6 2.0%	2 1.3%	4 2.6%
Similar to other brands/products	6 2.0%	2 1.3%	4 2.6%
Good/High Quality (Net)	69 22.7%	32 20.9%	37 24.5%
It/product is/seems good/great	20 6.6%	9 5.9%	11 7.3%
It/product looks good (unspecified)	18 5.9%	10 6.5%	8 5.3%
Quality/Has high quality/premium/premium quality	22 7.2%	10 6.5%	12 7.9%
All other good/high quality mentions	4 1.3%	2 1.3%	2 1.3%
Durable (Subnet)	10 3.3%	4 2.6%	6 4.0%
It's durable/sturdy/Looks durable/sturdy	7 2.3%	3 2.0%	4 2.6%
Would last a long time	5 1.6%	2 1.3%	3 2.0%
Deluxe/Soft/Material/Fabric (Net)	41 13.5%	24 15.7%	17 11.3%
It's/looks soft	13 4.3%	7 4.6%	6 4.0%
Like the/good material/fabric	4 1.3%	3 2.0%	1 0.7%
Material/fabric is deluxe	1 0.3%	1 0.7%	0 0.0%
Material/fabric is soft	5 1.6%	2 1.3%	3 2.0%
Material/fabric is comfortable/soothing	2 0.7%	2 1.3%	0 0.0%
(Extra) plush fabrics	13 4.3%	8 5.2%	5 3.3%
(Newborn) insert/headrest/pillow	5 1.6%	2 1.3%	3 2.0%
(Breathable) mesh sides	1 0.3%	1 0.7%	0 0.0%
All other deluxe/soft/material/fabric mentions	9 3.0%	6 3.9%	3 2.0%

Table 2: Percentage of Female Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	304	153	151
Appearance of Package/Product (Net)	49 16.1%	23 15.0%	26 17.2%
Appearance of Package (Subnet)	5 1.6%	2 1.3%	3 2.0%
Like the packaging/design of the package/the package is appealing/attractive	1 0.3%	0 0.0%	1 0.7%
The baby on package	1 0.3%	0 0.0%	1 0.7%
All other appearance of package mentions	3 1.0%	2 1.3%	1 0.7%
Appearance of Product (Subnet)	11 3.6%	5 3.3%	6 4.0%
Like the design of the product/the product is appealing/attractive	4 1.3%	2 1.3%	2 1.3%
Like the color(s) of product	2 0.7%	0 0.0%	2 1.3%
The product/toy looks cute	2 0.7%	1 0.7%	1 0.7%
The puppy/animal is cute	2 0.7%	2 1.3%	0 0.0%
All other appearance of product mentions	3 1.0%	0 0.0%	3 2.0%
Other Appearance of Package/Product	33 10.9%	16 10.5%	17 11.3%
Like the color(s)/colorful	2 0.7%	1 0.7%	1 0.7%
Like the/good design/style/presentation	11 3.6%	6 3.9%	5 3.3%
Like the/good appearance	10 3.3%	5 3.3%	5 3.3%
Looks/is cute/adorable	12 3.9%	5 3.3%	7 4.6%
Play/Entertainment/Fun (Net)	14 4.6%	6 3.9%	8 5.3%
It's entertaining/fun/provides entertainment/fun	1 0.3%	1 0.7%	0 0.0%
Would be entertaining/fun for baby/keeps baby entertained	5 1.6%	1 0.7%	4 2.6%

Table 2: Percentage of Female Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	304	153	151
Playful/baby would like playing	1 0.3%	1 0.7%	0 0.0%
I like/baby would like the toy	2 0.7%	1 0.7%	1 0.7%
All other play/entertainment/fun mentions	5 1.6%	2 1.3%	3 2.0%
Features/Settings (Net)	14 4.6%	10 6.5%	4 2.6%
Has many features/settings	6 2.0%	4 2.6%	2 1.3%
Has good features/settings	5 1.6%	5 3.3%	0 0.0%
The features/settings (unspecified)	1 0.3%	0 0.0%	1 0.7%
All other features/settings mentions	3 1.0%	2 1.3%	1 0.7%
Vibration/Rocking (Net)	31 10.2%	15 9.8%	16 10.6%
It has/like the vibrations/rocking/It vibrates/rocks	18 5.9%	8 5.2%	10 6.6%
It's a rocker	3 1.0%	2 1.3%	1 0.7%
Vibrations are calming/would calm/soothe baby	5 1.6%	1 0.7%	4 2.6%
All other vibration/rocking mentions	7 2.3%	5 3.3%	2 1.3%
Incline/Angle (Net)	16 5.3%	12 7.8%	4 2.6%
It has/like the incline/angle	11 3.6%	7 4.6%	4 2.6%
Incline/angle is/looks comfortable/soothing	1 0.3%	1 0.7%	0 0.0%
All other incline/angle mentions	4 1.3%	4 2.6%	0 0.0%
Convenience/Ease of Use (Net)	25 8.2%	9 5.9%	16 10.6%
It's convenient/Like the convenience	8 2.6%	3 2.0%	5 3.3%

Table 2: Percentage of Female Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	304	153	151
Easy to use	8 2.6%	2 1.3%	6 4.0%
All other convenience/ease of use mentions	11 3.6%	5 3.3%	6 4.0%
Portability (Net)	21 6.9%	9 5.9%	12 7.9%
It's portable/Can/easy to move around/Like the portability	12 3.9%	5 3.3%	7 4.6%
Folds/foldable for storage/Good/easy for storage	7 2.3%	3 2.0%	4 2.6%
Adaptable/flexible	2 0.7%	1 0.7%	1 0.7%
All other portability mentions	6 2.0%	2 1.3%	4 2.6%
Useful/Beneficial (Net)	26 8.6%	19 12.4%	7 4.6%
It's useful/looks useful	14 4.6%	11 7.2%	3 2.0%
It's beneficial/provides benefits	3 1.0%	2 1.3%	1 0.7%
It's helpful/would help me/my baby/helpful to parents	8 2.6%	5 3.3%	3 2.0%
All other useful/beneficial mentions	2 0.7%	2 1.3%	0 0.0%
Size (Net)	7 2.3%	2 1.3%	5 3.3%
Good size/I like the size	2 0.7%	1 0.7%	1 0.7%
Small/compact/doesn't take up much space	4 1.3%	1 0.7%	3 2.0%
All other size mentions	1 0.3%	0 0.0%	1 0.7%
Price/Value (Net)	17 5.6%	11 7.2%	6 4.0%
Price is good/cost-effective	7 2.3%	4 2.6%	3 2.0%
Price is affordable/reasonable	2 0.7%	1 0.7%	1 0.7%

Table 2: Percentage of Female Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	304	153	151
Good value/worth the price	8 2.6%	6 3.9%	2 1.3%
Meets Needs/Looking for Something Like This (Net)	27 8.9%	12 7.8%	15 9.9%
Meets/meets my needs	3 1.0%	0 0.0%	3 2.0%
I'm/have been looking for something like it/this	2 0.7%	0 0.0%	2 1.3%
It/this has what I want/need/am looking for	4 1.3%	3 2.0%	1 0.7%
Need it/have need for product/it's necessary/a necessity	11 3.6%	7 4.6%	4 2.6%
All other want to meets needs/looking for something like this mentions	7 2.3%	2 1.3%	5 3.3%
New/Different/Interesting/Unique (Net)	25 8.2%	14 9.2%	11 7.3%
It's/seems new/a new product/different	10 3.3%	5 3.3%	5 3.3%
It's/seems interesting	2 0.7%	1 0.7%	1 0.7%
It's unique/innovative	16 5.3%	11 7.2%	5 3.3%
I want to try something new	2 0.7%	0 0.0%	2 1.3%
All other new/different/interesting/unique mentions	3 1.0%	1 0.7%	2 1.3%
Want to Try/Buy (Net)	16 5.3%	4 2.6%	12 7.9%
Want to try it/this	1 0.3%	1 0.7%	0 0.0%
Want to buy it/this	12 3.9%	3 2.0%	9 6.0%
I want to try something new	2 0.7%	0 0.0%	2 1.3%
All other want to try/buy mentions	1 0.3%	0 0.0%	1 0.7%

Table 2: Percentage of Female Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	304	153	151
Gift/Others Would Like (Net)	19 6.3%	8 5.2%	11 7.3%
It's a/it would make a good gift	14 4.6%	6 3.9%	8 5.3%
My [family member/friend/acquaintance] would like it	3 1.0%	1 0.7%	2 1.3%
All other gift/others would like mentions	2 0.7%	1 0.7%	1 0.7%
Sleep/Nap (Net)	35 11.5%	24 15.7%	11 7.3%
Sleep (Subnet)	47 15.5%	19 12.4%	11 7.3%
Good for sleep/sleeping	8 2.6%	4 2.6%	4 2.6%
Baby can/would fall asleep	4 1.3%	3 2.0%	1 0.7%
I would use it to put baby to sleep	1 0.3%	0 0.0%	1 0.7%
Can/would use for overnight sleep	3 1.0%	3 2.0%	0 0.0%
Vibrations help baby sleep	1 0.3%	1 0.7%	0 0.0%
Incline/angle helps baby sleep	0 0.0%	0 0.0%	0 0.0%
Safe for sleep/sleeping	0 0.0%	0 0.0%	0 0.0%
Comfortable for sleep/baby can sleep comfortably	8 2.6%	7 4.6%	1 0.7%
All other sleep mentions	7 2.3%	3 2.0%	4 2.6%
Nap (Subnet)	6 2.0%	6 3.9%	0 0.0%
Good for naps/napping	3 1.0%	3 2.0%	0 0.0%
Baby can/would nap	1 0.3%	1 0.7%	0 0.0%
Safe for naps/napping	1 0.3%	1 0.7%	0 0.0%
All other nap mentions	1 0.3%	1 0.7%	0 0.0%

Table 2: Percentage of Female Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	304	153	151
Rest (Net)	6 2.0%	2 1.3%	4 2.6%
Good for rest/resting	6 2.0%	2 1.3%	4 2.6%
Safety (Net)	40 13.2%	19 12.4%	21 13.9%
It's/it looks safe	19 6.3%	9 5.9%	10 6.6%
Baby would be safe/Safe for baby	12 3.9%	7 4.6%	5 3.3%
All other safety mentions	14 4.6%	5 3.3%	9 6.0%
General Liking of the Product (Net)	41 13.5%	22 14.4%	19 12.6%
I like/love it	23 7.6%	17 11.1%	6 4.0%
Baby would like/love it	13 4.3%	2 1.3%	11 7.3%
All other general liking of the product mentions	5 1.6%	3 2.0%	2 1.3%
Other Positive	27 8.9%	11 7.2%	16 10.6%
Good/better for babies/will be good for my baby	11 3.6%	5 3.3%	6 4.0%
Effective/works well/like how it functions/the functionality	5 1.6%	0 0.0%	5 3.3%
All other positive mentions	12 3.9%	6 3.9%	6 4.0%
Negative (Grand Net)	4 1.3%	2 1.3%	2 1.3%
Price (Net)	1 0.3%	0 0.0%	1 0.7%
Expensive/costly/price is/seems/would be high/too high	1 0.3%	0 0.0%	1 0.7%
Appearance of Package/Product (Net)	1 0.3%	1 0.7%	0 0.0%
Other Appearance of Package/Product	1 0.3%	1 0.7%	0 0.0%

Table 2: Percentage of Female Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	304	153	151
Dislike the/bad appearance	1 0.3%	1 0.7%	0 0.0%
Sleep/Nap (Net)	0 0.0%	0 0.0%	0 0.0%
Safety (Net)	0 0.0%	0 0.0%	0 0.0%
Other Negative	2 0.7%	1 0.7%	1 0.7%
All other negative mentions	2 0.7%	1 0.7%	1 0.7%
Neutral (Grand Net)	23 7.6%	11 7.2%	12 7.9%
Price/Value (Net)	12 3.9%	6 3.9%	6 4.0%
The price (unspecified)	2 0.7%	0 0.0%	2 1.3%
It would depend on the price	4 1.3%	2 1.3%	2 1.3%
Don't know how much it would cost	2 0.7%	1 0.7%	1 0.7%
It depends on if it costs the same as other products/brands	1 0.3%	1 0.7%	0 0.0%
All other price/value mentions	3 1.0%	2 1.3%	1 0.7%
Need to Compare/Check/Need More Information (Net)	5 1.6%	2 1.3%	3 2.0%
Not enough information/Want/need more information	1 0.3%	0 0.0%	1 0.7%
Want/need to compare with other products	2 0.7%	1 0.7%	1 0.7%
Want/need to check information/do more research/ask others	1 0.3%	1 0.7%	0 0.0%
All other need to compare/check/need more information mentions	3 1.0%	0 0.0%	3 2.0%

Table 2: Percentage of Female Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	304	153	151
Other Neutral	8	3	5
	2.6%	2.0%	3.3%
Depends on need/if I need it/if the person I would buy it for needs it	2	1	1
	0.7%	0.7%	0.7%
All other neutral mentions	6	2	4
	2.0%	1.3%	2.6%
Miscellaneous	2	1	1
	0.7%	0.7%	0.7%
None/nothing/no reason	2	1	1
	0.7%	0.7%	0.7%

Table 3: Percentage of Female Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: May or May Not, Probably Would Not, or Definitely Would Not Buy This Product)

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	304	153	151
Positive (Grand Net)	3 1.0%	2 1.3%	1 0.7%
Good/High Quality (Net)	1 0.3%	0 0.0%	1 0.7%
It/product looks good (unspecified)	1 0.3%	0 0.0%	1 0.7%
Features/Settings (Net)	1 0.3%	1 0.7%	0 0.0%
Has good features/settings	1 0.3%	1 0.7%	0 0.0%
Sleep/Nap (Net)	1 0.3%	1 0.7%	0 0.0%
Sleep (Subnet)	1 0.3%	1 0.7%	0 0.0%
Good for sleep/sleeping	0 0.0%	0 0.0%	0 0.0%
Baby can/would fall asleep	0 0.0%	0 0.0%	0 0.0%
I would use it to put baby to sleep	0 0.0%	0 0.0%	0 0.0%
Can/would use for overnight sleep	0 0.0%	0 0.0%	0 0.0%
Vibrations help baby sleep	0 0.0%	0 0.0%	0 0.0%
Incline/angle helps baby sleep	1 0.3%	1 0.7%	0 0.0%
Safe for sleep/sleeping	0 0.0%	0 0.0%	0 0.0%
Comfortable for sleep/baby can sleep comfortably	0 0.0%	0 0.0%	0 0.0%
All other sleep mentions	0 0.0%	0 0.0%	0 0.0%
Nap (Subnet)	0 0.0%	0 0.0%	0 0.0%
Good for naps/napping	0 0.0%	0 0.0%	0 0.0%
Baby can/would nap	0 0.0%	0 0.0%	0 0.0%
Safe for naps/napping	0 0.0%	0 0.0%	0 0.0%

Table 3: Percentage of Female Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: May or May Not, Probably Would Not, or Definitely Would Not Buy This Product)

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	304	153	151
All other nap mentions	0 0.0%	0 0.0%	0 0.0%
Rest (Net)	0 0.0%	0 0.0%	0 0.0%
Safety (Net)	0 0.0%	0 0.0%	0 0.0%
It's/it looks safe	0 0.0%	0 0.0%	0 0.0%
Baby would be safe/Safe for baby	0 0.0%	0 0.0%	0 0.0%
All other safety mentions	0 0.0%	0 0.0%	0 0.0%
General Liking of the Product (Net)	1 0.3%	1 0.7%	0 0.0%
I like/love it	1 0.3%	1 0.7%	0 0.0%
Negative (Grand Net)	16 5.3%	10 6.5%	6 4.0%
Comfort/Soothing (Net)	1 0.3%	0 0.0%	1 0.7%
Uncomfortable/Doesn't seem/look comfortable/soothing	1 0.3%	0 0.0%	1 0.7%
Appearance of Package/Product (Net)	1 0.3%	1 0.7%	0 0.0%
Appearance of Package (Subnet)	1 0.3%	1 0.7%	0 0.0%
All other appearance of package mentions	1 0.3%	1 0.7%	0 0.0%
Brand Equity/Recognition (Net)	2 0.7%	2 1.3%	0 0.0%
Mattel/Fisher-Price Brand (Subnet)	1 0.3%	1 0.7%	0 0.0%
All other Mattel/Fisher-Price brand mentions	1 0.3%	1 0.7%	0 0.0%

Table 3: Percentage of Female Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: May or May Not, Probably Would Not, or Definitely Would Not Buy This Product)

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	304	153	151
Prefer/Use Another Brand (Subnet)	2 0.7%	2 1.3%	0 0.0%
I prefer/use another/other brand/product	1 0.3%	1 0.7%	0 0.0%
All other prefer/use another brand mentions	1 0.3%	1 0.7%	0 0.0%
Don't Need/Already Have (Net)	2 0.7%	1 0.7%	1 0.7%
Don't need it/this product	1 0.3%	0 0.0%	1 0.7%
Already have another product/something else	1 0.3%	1 0.7%	0 0.0%
Sleep/Nap (Net)	0 0.0%	0 0.0%	0 0.0%
Sleep (Subnet)	0 0.0%	0 0.0%	0 0.0%
All other sleep mentions	0 0.0%	0 0.0%	0 0.0%
Safety (Net)	4 1.3%	3 2.0%	1 0.7%
Safety/Safety issues (unspecified)	1 0.3%	1 0.7%	0 0.0%
Recall/Recalled for safety issues	3 1.0%	3 2.0%	0 0.0%
All other safety mentions	1 0.3%	0 0.0%	1 0.7%
Danger/Injury/Death (Net)	5 1.6%	3 2.0%	2 1.3%
It's/It seems/looks dangerous/harmful	1 0.3%	0 0.0%	1 0.7%
Babies have died from it/this product	3 1.0%	1 0.7%	2 1.3%
All other danger/injury/death mentions	3 1.0%	3 2.0%	0 0.0%
Other Negative	5 1.6%	2 1.3%	3 2.0%
All other negative mentions	5 1.6%	2 1.3%	3 2.0%

Table 3: Percentage of Female Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: May or May Not, Probably Would Not, or Definitely Would Not Buy This Product)

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	304	153	151
Neutral (Grand Net)	6 2.0%	4 2.6%	2 1.3%
Price/Value (Net)	2 0.7%	0 0.0%	2 1.3%
It would depend on the price	2 0.7%	0 0.0%	2 1.3%
Need to Compare/Check/Need More Information (Net)	1 0.3%	1 0.7%	0 0.0%
All other need to compare/check/need more information mentions	1 0.3%	1 0.7%	0 0.0%
Other Neutral	4 1.3%	3 2.0%	1 0.7%
Depends on need/if I need it/if the person I would buy it for needs it	2 0.7%	1 0.7%	1 0.7%
All other neutral mentions	3 1.0%	3 2.0%	0 0.0%

Table 4: Percentage of Female Participants Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soother")
	304	153	151
Media (Net)	262	127	135
	86.2%	83.0%	89.4%
Internet/Online (Subnet)	262	127	135
	86.2%	83.0%	89.4%
Named Websites (Sub-Subnet)	92	40	52
	30.3%	26.1%	34.4%
Amazon	54	26	28
	17.8%	17.0%	18.5%
Facebook	20	11	9
	6.6%	7.2%	6.0%
BuyBuyBaby.com/BuyBuyBaby website	1	1	0
	0.3%	0.7%	0.0%
Walmart.com/Walmart website	14	8	6
	4.6%	5.2%	4.0%
YouTube	18	7	11
	5.9%	4.6%	7.3%
Instagram	6	3	3
	2.0%	2.0%	2.0%
Reddit	5	0	5
	1.6%	0.0%	3.3%
All other named websites mentions	16	6	10
	5.3%	3.9%	6.6%
Reviews (Sub-Subnet)	111	58	53
	36.5%	37.9%	35.1%
Review websites/Look for reviews/User/customer reviews	71	39	32
	23.4%	25.5%	21.2%
Amazon reviews/Go on Amazon for reviews	31	17	14
	10.2%	11.1%	9.3%
Consumer Reports/Consumer Reports reviews/Go on Consumer Reports for reviews	4	1	3
	1.3%	0.7%	2.0%
Google reviews	6	4	2
	2.0%	2.6%	1.3%
YouTube reviews	2	1	1
	0.7%	0.7%	0.7%
All other reviews mentions	10	4	6
	3.3%	2.6%	4.0%
Manufacturer/Brand/Product Website (Sub-Subnet)	68	30	38
	22.4%	19.6%	25.2%
Manufacturer/brand/product website	46	18	28
	15.1%	11.8%	18.5%
Mattel/Fisher-Price website	16	8	8
	5.3%	5.2%	5.3%

Table 4: Percentage of Female Participants Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soothe")
	304	153	151
Mattel/Fisher-Price	6 2.0%	4 2.6%	2 1.3%
All other manufacturer/brand/product website mentions	1 0.3%	0 0.0%	1 0.7%
Miscellaneous Internet (Sub-Subnet)	198 65.1%	95 62.1%	103 68.2%
Google/Google search	104 34.2%	49 32.0%	55 36.4%
Search engines/Other search engines/online search	11 3.6%	4 2.6%	7 4.6%
Online/Internet/Websites/Would look online/on the Internet/on websites (unspecified)	51 16.8%	20 13.1%	31 20.5%
Social media (unspecified)	25 8.2%	12 7.8%	13 8.6%
Blogs/forums	19 6.3%	11 7.2%	8 5.3%
Baby/parenting websites (unspecified)	9 3.0%	4 2.6%	5 3.3%
Store/retailer website (unspecified)	24 7.9%	15 9.8%	9 6.0%
All other online/internet mentions	9 3.0%	6 3.9%	3 2.0%
Other Media (Subnet)	14 4.6%	8 5.2%	6 4.0%
News/Newspapers/news articles	1 0.3%	0 0.0%	1 0.7%
Ads/advertising/commercials	4 1.3%	3 2.0%	1 0.7%
TV/videos	1 0.3%	1 0.7%	0 0.0%
Books/magazines	7 2.3%	3 2.0%	4 2.6%
All other other media mentions	2 0.7%	2 1.3%	0 0.0%
Package/Packaging (Net)	2 0.7%	1 0.7%	1 0.7%
On the package/packaging	1 0.3%	1 0.7%	0 0.0%
The package/packaging (unspecified)	1 0.3%	0 0.0%	1 0.7%

Table 4: Percentage of Female Participants Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soothe")
	304	153	151
People/Word of Mouth (Net)	66 21.7%	33 21.6%	33 21.9%
Word of mouth (unspecified)	2 0.7%	1 0.7%	1 0.7%
Family/friends	46 15.1%	22 14.4%	24 15.9%
Pediatrician/doctor	8 2.6%	5 3.3%	3 2.0%
Experts/expert opinions (unspecified)	1 0.3%	0 0.0%	1 0.7%
Other parents/moms (not family/friends)	11 3.6%	6 3.9%	5 3.3%
Salespeople/Store employees	3 1.0%	1 0.7%	2 1.3%
All other people/word of mouth mentions	5 1.6%	3 2.0%	2 1.3%
Store (Net)	47 15.5%	25 16.3%	22 14.6%
Store/stores (unspecified)	5 1.6%	1 0.7%	4 2.6%
In store/Physical store(s)	11 3.6%	7 4.6%	4 2.6%
Named store/stores (e.g., Walmart, Target, BuyBuyBaby, etc.)	25 8.2%	12 7.8%	13 8.6%
All other store mentions	6 2.0%	5 3.3%	1 0.7%
Specific Information (Net)	20 6.6%	8 5.2%	12 7.9%
Recall/Would look up recalls	5 1.6%	1 0.7%	4 2.6%
Safety issues/Would look up safety issues	4 1.3%	1 0.7%	3 2.0%
Price/would look up price/value/compare prices	5 1.6%	3 2.0%	2 1.3%
Other specific information mentions	8 2.6%	5 3.3%	3 2.0%

Table 4: Percentage of Female Participants Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soothe")
	304	153	151
Need to Compare/Check/Need More Information (Net)	6 2.0%	3 2.0%	3 2.0%
Not enough information/Want/need more information	1 0.3%	1 0.7%	0 0.0%
Want/need to compare with other products	2 0.7%	1 0.7%	1 0.7%
Want/need to check information/do more research/ask others	3 1.0%	1 0.7%	2 1.3%
General Liking of the Product (Net)	5 1.6%	3 2.0%	2 1.3%
I like/love it	3 1.0%	1 0.7%	2 1.3%
All other general liking of the product mentions	4 1.3%	3 2.0%	1 0.7%
Miscellaneous	17 5.6%	9 5.9%	8 5.3%
Brand/company (unspecified)	5 1.6%	3 2.0%	2 1.3%
Don't know/not sure	2 0.7%	2 1.3%	0 0.0%
All other mentions	10 3.3%	4 2.6%	6 4.0%

Table 5: Percentage of Female Participants Mentioning Each Category to Q.61-Q.62 ("Awareness of Issues")

Q.61/Q.62: Awareness of issue(s)	Total	Test ("Sleeper")	Control ("Soother")
	304	153	151
Danger/Injury/Death (Net)	14 4.6%	5 3.3%	9 6.0%
It's dangerous/harmful/hazardous	2 0.7%	1 0.7%	1 0.7%
Babies have been harmed/injured from it/this product	2 0.7%	0 0.0%	2 1.3%
Babies have fallen from it/this product	3 1.0%	0 0.0%	3 2.0%
Babies have died from it/this product	3 1.0%	3 2.0%	0 0.0%
Babies have suffocated from it/this product	4 1.3%	1 0.7%	3 2.0%
Babies have choked from it/this product/Choking hazard	1 0.3%	0 0.0%	1 0.7%
All other danger/injury/death mentions	3 1.0%	2 1.3%	1 0.7%
Sleep/Nap (Net)	0 0.0%	0 0.0%	0 0.0%
Sleep (Subnet)	0 0.0%	0 0.0%	0 0.0%
Safety (Net)	5 1.6%	1 0.7%	4 2.6%
Baby would not be safe/Not safe for baby	1 0.3%	0 0.0%	1 0.7%
Safety/Safety issues (unspecified)	2 0.7%	0 0.0%	2 1.3%
Safety issues due to user error	1 0.3%	1 0.7%	0 0.0%
All other safety mentions	2 0.7%	0 0.0%	2 1.3%
Recall (Net)	6 2.0%	2 1.3%	4 2.6%
Recall Due to Danger/Injury/Death (Subnet)	4 1.3%	2 1.3%	2 1.3%
Recalled due to babies suffocating	1 0.3%	1 0.7%	0 0.0%
Recalled due to babies dying	3 1.0%	1 0.7%	2 1.3%

Table 5: Percentage of Female Participants Mentioning Each Category to Q.61-Q.62 ("Awareness of Issues")

Q.61/Q.62: Awareness of issue(s)	Total	Test ("Sleeper")	Control ("Soother")
	304	153	151
Recall Due to Safety (Subnet)	1 0.3%	0 0.0%	1 0.7%
All other recall due to safety mentions	1 0.3%	0 0.0%	1 0.7%
Other Recall	2 0.7%	0 0.0%	2 1.3%
Another product/similar product was recalled	2 0.7%	0 0.0%	2 1.3%
Negative Product (Net)	15 4.9%	9 5.9%	6 4.0%
Defective/bad/low quality/not a good product	3 1.0%	3 2.0%	0 0.0%
Product expensive/too expensive/dislike price/value	4 1.3%	2 1.3%	2 1.3%
Product breaks/not durable	2 0.7%	1 0.7%	1 0.7%
Product falls over/tips over/can collapse	3 1.0%	2 1.3%	1 0.7%
Issues with material/material is not soft	2 0.7%	1 0.7%	1 0.7%
Product is too small/too tight	1 0.3%	0 0.0%	1 0.7%
All other general negative product mentions	3 1.0%	2 1.3%	1 0.7%
Positive Product (Net)	9 3.0%	6 3.9%	3 2.0%
Good/high quality product	3 1.0%	1 0.7%	2 1.3%
Safe/Safe for baby	1 0.3%	0 0.0%	1 0.7%
Like it/this product	3 1.0%	3 2.0%	0 0.0%
Sturdy/durable	1 0.3%	0 0.0%	1 0.7%
Comfortable/comfort	1 0.3%	0 0.0%	1 0.7%
New/different/unique product	1 0.3%	1 0.7%	0 0.0%
Works well/effective/good performance	1 0.3%	1 0.7%	0 0.0%

Table 5: Percentage of Female Participants Mentioning Each Category to Q.61-Q.62 ("Awareness of Issues")

Q.61/Q.62: Awareness of issue(s)	Total	Test ("Sleeper")	Control ("Soother")
	304	153	151
All other positive product mentions	1 0.3%	1 0.7%	0 0.0%
Issues (Net)	2 0.7%	0 0.0%	2 1.3%
All other issues mentions	2 0.7%	0 0.0%	2 1.3%
None (Net)	14 4.6%	7 4.6%	7 4.6%
None/nothing/no issues	14 4.6%	7 4.6%	7 4.6%
Miscellaneous	9 3.0%	3 2.0%	6 4.0%
Don't know/not sure	1 0.3%	0 0.0%	1 0.7%
Positive brand mentions: good/great brand, trusted brand	1 0.3%	1 0.7%	0 0.0%
Method of receiving information (social media, online ads, in store, etc.)	2 0.7%	0 0.0%	2 1.3%
Specific products mentioned only (carriers, cribs, powder, shampoo, etc.)	4 1.3%	1 0.7%	3 2.0%
All other mentions	2 0.7%	1 0.7%	1 0.7%

**EXHIBIT L: COMPUTER TABLES WITH RESULTS AND CODES AMONG
MALE PARTICIPANTS**

**Table 1: Percent of Male Participants Selecting Various Answer Choices in Question 30A/B
(Purchase Intention)**

	Test Package (“Rock ‘n Play Sleeper”) (<i>n</i> = 204)	Control Package (“Rock ‘n Play Soother”) (<i>n</i> = 201)
Definitely would buy this product	62.7% (128)	66.2% (133)
Probably would buy this product	29.4% (60)	28.4% (57)
May or may not buy this product	5.4% (11)	4.5% (9)
Probably would <u>not</u> buy this product	1.5% (3)	0.5% (1)
Definitely would <u>not</u> buy this product	0.5% (1)	0.0% (0)
Don’t know	0.5% (1)	0.5% (1)

Table 2: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	405	204	201
Positive (Grand Net)	370 91.4%	182 89.2%	188 93.5%
Comfort/Soothing (Net)	75 18.5%	33 16.2%	42 20.9%
Comfort/Comfortable (Subnet)	66 16.3%	30 14.7%	36 17.9%
Comfortable/comfortable for baby/looks comfortable	63 15.6%	29 14.2%	34 16.9%
Comforting/comforting to baby/Gives comfort/comfort to baby	1 0.2%	0 0.0%	1 0.5%
All other comfort/comfortable mentions	3 0.7%	1 0.5%	2 1.0%
Soothing (Subnet)	10 2.5%	3 1.5%	7 3.5%
Soothing/Soothing to baby/Would soothe baby	3 0.7%	0 0.0%	3 1.5%
Calming/Calming to baby/Would calm baby	4 1.0%	1 0.5%	3 1.5%
Vibrations are calming/would calm/soothe baby	3 0.7%	2 1.0%	1 0.5%
All other soothing mentions	1 0.2%	0 0.0%	1 0.5%
Other Comfort/Soothing	4 1.0%	3 1.5%	1 0.5%
Cozy/snug/Cozy/snug for baby	3 0.7%	2 1.0%	1 0.5%
All other comfort/soothing mentions	1 0.2%	1 0.5%	0 0.0%
Brand Equity/Recognition (Net)	107 26.4%	57 27.9%	50 24.9%
Mattel/Fisher-Price Brand (Subnet)	23 5.7%	10 4.9%	13 6.5%
It's Mattel/Fisher-Price	6 1.5%	3 1.5%	3 1.5%
I like/love Mattel/Fisher-Price's products	1 0.2%	0 0.0%	1 0.5%
Mattel/Fisher-Price is a good brand/makes good products	8 2.0%	4 2.0%	4 2.0%
Mattel/Fisher-Price is a reliable/trustworthy brand/I trust Mattel/Fisher-Price	4 1.0%	2 1.0%	2 1.0%

Table 2: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	405	204	201
All other Mattel/Fisher-Price brand mentions	7 1.7%	2 1.0%	5 2.5%
Mattel/Fisher-Price Brand Familiarity (Sub-Subnet)	5 1.2%	3 1.5%	2 1.0%
Know/familiar with Mattel/Fisher-Price	1 0.2%	1 0.5%	0 0.0%
I've used/bought other Mattel/Fisher-Price products	2 0.5%	1 0.5%	1 0.5%
All other Mattel/Fisher-Price brand familiarity mentions	2 0.5%	1 0.5%	1 0.5%
Brand (Unspecified) (Subnet)	81 20.0%	46 22.5%	35 17.4%
I like/love the/this brand	15 3.7%	10 4.9%	5 2.5%
It's/this is my favorite brand	1 0.2%	0 0.0%	1 0.5%
It's a good brand/They make good products	20 4.9%	8 3.9%	12 6.0%
It's a reliable/trustworthy brand/I trust the/this brand	27 6.7%	18 8.8%	9 4.5%
The brand (unspecified)	5 1.2%	2 1.0%	3 1.5%
All other brand (unspecified) mentions	13 3.2%	8 3.9%	5 2.5%
Brand (Unspecified) Familiarity (Sub-Subnet)	10 2.5%	7 3.4%	3 1.5%
Know/familiar with the/this brand	2 0.5%	1 0.5%	1 0.5%
I've seen/used/bought this product before	2 0.5%	2 1.0%	0 0.0%
Well known/popular brand	3 0.7%	2 1.0%	1 0.5%
All other Mattel/Fisher-Price brand familiarity mentions	3 0.7%	2 1.0%	1 0.5%
Other Brand Equity/Recognition	6 1.5%	3 1.5%	3 1.5%
Similar to other brands/products	1 0.2%	1 0.5%	0 0.0%

Table 2: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	405	204	201
Better than other brands/products	5 1.2%	2 1.0%	3 1.5%
Good/High Quality (Net)	147 36.3%	69 33.8%	78 38.8%
It/product is/seems good/great	61 15.1%	22 10.8%	39 19.4%
It/product looks good (unspecified)	22 5.4%	13 6.4%	9 4.5%
Quality/Has high quality/premium/premium quality	68 16.8%	31 15.2%	37 18.4%
All other good/high quality mentions	6 1.5%	3 1.5%	3 1.5%
Durable (Subnet)	7 1.7%	6 2.9%	1 0.5%
It's durable/sturdy/Looks durable/sturdy	6 1.5%	5 2.5%	1 0.5%
Would last a long time	1 0.2%	1 0.5%	0 0.0%
Deluxe/Soft/Material/Fabric (Net)	19 4.7%	8 3.9%	11 5.5%
It's/looks soft	1 0.2%	1 0.5%	0 0.0%
Like the/good material/fabric	2 0.5%	1 0.5%	1 0.5%
Material/fabric is deluxe	2 0.5%	2 1.0%	0 0.0%
(Extra) plush fabrics	6 1.5%	3 1.5%	3 1.5%
(Newborn) insert/headrest/pillow	3 0.7%	0 0.0%	3 1.5%
(Breathable) mesh sides	2 0.5%	1 0.5%	1 0.5%
All other deluxe/soft/material/fabric mentions	8 2.0%	2 1.0%	6 3.0%
Appearance of Package/Product (Net)	41 10.1%	20 9.8%	21 10.4%

Table 2: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	405	204	201
Appearance of Package (Subnet)	9 2.2%	6 2.9%	3 1.5%
Like the packaging/design of the package/the package is appealing/attractive	7 1.7%	6 2.9%	1 0.5%
The baby on package	1 0.2%	0 0.0%	1 0.5%
All other appearance of package mentions	1 0.2%	0 0.0%	1 0.5%
Appearance of Product (Subnet)	9 2.2%	7 3.4%	2 1.0%
Like the design of the product/the product is appealing/attractive	5 1.2%	4 2.0%	1 0.5%
The puppy/animal is cute	3 0.7%	2 1.0%	1 0.5%
All other appearance of product mentions	1 0.2%	1 0.5%	0 0.0%
Other Appearance of Package/Product	28 6.9%	11 5.4%	17 8.5%
Like the color(s)/colorful	3 0.7%	0 0.0%	3 1.5%
Like the/good design/style/presentation	12 3.0%	5 2.5%	7 3.5%
Like the/good appearance	10 2.5%	4 2.0%	6 3.0%
Looks/is cute/adorable	2 0.5%	1 0.5%	1 0.5%
All other appearance of package/product mentions	2 0.5%	1 0.5%	1 0.5%
Play/Entertainment/Fun (Net)	4 1.0%	3 1.5%	1 0.5%
It's entertaining/fun/provides entertainment/fun	1 0.2%	1 0.5%	0 0.0%
All other play/entertainment/fun mentions	3 0.7%	2 1.0%	1 0.5%
Features/Settings (Net)	18 4.4%	10 4.9%	8 4.0%
Has many features/settings	3 0.7%	2 1.0%	1 0.5%

Table 2: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	405	204	201
Has good features/settings	12 3.0%	6 2.9%	6 3.0%
All other features/settings mentions	3 0.7%	2 1.0%	1 0.5%
Vibration/Rocking (Net)	18 4.4%	9 4.4%	9 4.5%
It has/like the vibrations/rocking/It vibrates/rocks	10 2.5%	3 1.5%	7 3.5%
It's a rocker	3 0.7%	2 1.0%	1 0.5%
Vibrations are calming/would calm/soothe baby	3 0.7%	2 1.0%	1 0.5%
All other vibration/rocking mentions	3 0.7%	2 1.0%	1 0.5%
Incline/Angle (Net)	6 1.5%	2 1.0%	4 2.0%
It has/like the incline/angle	6 1.5%	2 1.0%	4 2.0%
Convenience/Ease of Use (Net)	20 4.9%	9 4.4%	11 5.5%
It's convenient/Like the convenience	5 1.2%	2 1.0%	3 1.5%
Easy to use	12 3.0%	6 2.9%	6 3.0%
All other convenience/ease of use mentions	3 0.7%	1 0.5%	2 1.0%
Portability (Net)	12 3.0%	5 2.5%	7 3.5%
It's portable/Can/easy to move around/Like the portability	9 2.2%	3 1.5%	6 3.0%
Folds/foldable for storage/Good/easy for storage	3 0.7%	1 0.5%	2 1.0%
Adaptable/flexible	2 0.5%	1 0.5%	1 0.5%
All other portability mentions	1 0.2%	1 0.5%	0 0.0%

Table 2: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	405	204	201
Useful/Beneficial (Net)	54 13.3%	27 13.2%	27 13.4%
It's useful/looks useful	43 10.6%	20 9.8%	23 11.4%
It's beneficial/provides benefits	6 1.5%	4 2.0%	2 1.0%
It's helpful/would help me/my baby/helpful to parents	6 1.5%	4 2.0%	2 1.0%
All other useful/beneficial mentions	1 0.2%	1 0.5%	0 0.0%
Size (Net)	7 1.7%	3 1.5%	4 2.0%
Good size/I like the size	2 0.5%	1 0.5%	1 0.5%
Large size	1 0.2%	0 0.0%	1 0.5%
Small/compact/doesn't take up much space	3 0.7%	2 1.0%	1 0.5%
All other size mentions	1 0.2%	0 0.0%	1 0.5%
Price/Value (Net)	26 6.4%	12 5.9%	14 7.0%
Price is good/cost-effective	10 2.5%	3 1.5%	7 3.5%
Price is affordable/reasonable	2 0.5%	0 0.0%	2 1.0%
Good value/worth the price	11 2.7%	8 3.9%	3 1.5%
All other price/value mentions	3 0.7%	1 0.5%	2 1.0%
Meets Needs/Looking for Something Like This (Net)	31 7.7%	18 8.8%	13 6.5%
Meets/meets my needs	12 3.0%	11 5.4%	1 0.5%
I'm/have been looking for something like it/this	2 0.5%	1 0.5%	1 0.5%
It/this has what I want/need/am looking for	6 1.5%	3 1.5%	3 1.5%
Need it/have need for product/it's necessary/a necessity	5 1.2%	2 1.0%	3 1.5%

Table 2: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	405	204	201
All other want to meets needs/looking for something like this mentions	6 1.5%	1 0.5%	5 2.5%
New/Different/Interesting/Unique (Net)	29 7.2%	13 6.4%	16 8.0%
It's/seems new/a new product/different	5 1.2%	2 1.0%	3 1.5%
It's/seems interesting	7 1.7%	2 1.0%	5 2.5%
It's unique/innovative	14 3.5%	8 3.9%	6 3.0%
I want to try something new	1 0.2%	0 0.0%	1 0.5%
All other new/different/interesting/unique mentions	4 1.0%	2 1.0%	2 1.0%
Want to Try/Buy (Net)	27 6.7%	12 5.9%	15 7.5%
Want to try it/this	5 1.2%	2 1.0%	3 1.5%
Want to buy it/this	18 4.4%	9 4.4%	9 4.5%
I want to try something new	1 0.2%	0 0.0%	1 0.5%
All other want to try/buy mentions	3 0.7%	1 0.5%	2 1.0%
Gift/Others Would Like (Net)	11 2.7%	6 2.9%	5 2.5%
It's a/it would make a good gift	9 2.2%	5 2.5%	4 2.0%
My [family member/friend/acquaintance] would like it	2 0.5%	1 0.5%	1 0.5%
All other gift/others would like mentions	1 0.2%	0 0.0%	1 0.5%
Recommendations (Net)	3 0.7%	0 0.0%	3 1.5%
Has good reviews/is recommended	2 0.5%	0 0.0%	2 1.0%
All other recommendations mentions	1 0.2%	0 0.0%	1 0.5%

Table 2: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	405	204	201
Sleep/Nap (Net)	21 5.2%	17 8.3%	4 2.0%
Sleep (Subnet)	47 11.6%	16 7.8%	1 0.5%
Good for sleep/sleeping	2 0.5%	2 1.0%	0 0.0%
Baby can/would fall asleep	2 0.5%	2 1.0%	0 0.0%
I would use it to put baby to sleep	1 0.2%	1 0.5%	0 0.0%
Can/would use for overnight sleep	1 0.2%	1 0.5%	0 0.0%
Vibrations help baby sleep	3 0.7%	3 1.5%	0 0.0%
Incline/angle helps baby sleep	0 0.0%	0 0.0%	0 0.0%
Safe for sleep/sleeping	1 0.2%	1 0.5%	0 0.0%
Comfortable for sleep/baby can sleep comfortably	5 1.2%	5 2.5%	0 0.0%
All other sleep mentions	4 1.0%	3 1.5%	1 0.5%
Nap (Subnet)	4 1.0%	1 0.5%	3 1.5%
Good for naps/napping	2 0.5%	0 0.0%	2 1.0%
Baby can/would nap	1 0.2%	0 0.0%	1 0.5%
Safe for naps/napping	0 0.0%	0 0.0%	0 0.0%
All other nap mentions	1 0.2%	1 0.5%	0 0.0%
Rest (Net)	4 1.0%	3 1.5%	1 0.5%
Good for rest/resting	1 0.2%	0 0.0%	1 0.5%
Baby can/would rest	1 0.2%	1 0.5%	0 0.0%
All other rest mentions	2 0.5%	2 1.0%	0 0.0%

Table 2: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	405	204	201
Safety (Net)	28 6.9%	12 5.9%	16 8.0%
It's/it looks safe	14 3.5%	6 2.9%	8 4.0%
Baby would be safe/Safe for baby	8 2.0%	4 2.0%	4 2.0%
All other safety mentions	7 1.7%	3 1.5%	4 2.0%
General Liking of the Product (Net)	51 12.6%	28 13.7%	23 11.4%
I like/love it	37 9.1%	22 10.8%	15 7.5%
Baby would like/love it	8 2.0%	4 2.0%	4 2.0%
All other general liking of the product mentions	6 1.5%	2 1.0%	4 2.0%
Other Positive	52 12.8%	26 12.7%	26 12.9%
Good/better for babies/will be good for my baby	19 4.7%	11 5.4%	8 4.0%
Effective/works well/like how it functions/the functionality	10 2.5%	5 2.5%	5 2.5%
All other positive mentions	25 6.2%	11 5.4%	14 7.0%
Negative (Grand Net)	5 1.2%	3 1.5%	2 1.0%
Price (Net)	2 0.5%	2 1.0%	0 0.0%
Expensive/costly/price is/seems/would be high/too high	2 0.5%	2 1.0%	0 0.0%
Brand Equity/Recognition (Net)	1 0.2%	1 0.5%	0 0.0%
Prefer/Use Another Brand (Subnet)	1 0.2%	1 0.5%	0 0.0%
I prefer/use another/other brand/product	1 0.2%	1 0.5%	0 0.0%

Table 2: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	405	204	201
Don't Need/Already Have (Net)	1 0.2%	0 0.0%	1 0.5%
Already have another product/something else	1 0.2%	0 0.0%	1 0.5%
Sleep/Nap (Net)	0 0.0%	0 0.0%	0 0.0%
Safety (Net)	0 0.0%	0 0.0%	0 0.0%
Danger/Injury/Death (Net)	1 0.2%	0 0.0%	1 0.5%
All other danger/injury/death mentions	1 0.2%	0 0.0%	1 0.5%
Other Negative	1 0.2%	0 0.0%	1 0.5%
All other negative mentions	1 0.2%	0 0.0%	1 0.5%
Neutral (Grand Net)	16 4.0%	10 4.9%	6 3.0%
Price/Value (Net)	6 1.5%	5 2.5%	1 0.5%
It would depend on the price	4 1.0%	4 2.0%	0 0.0%
All other price/value mentions	3 0.7%	2 1.0%	1 0.5%
Need to Compare/Check/Need More Information (Net)	6 1.5%	2 1.0%	4 2.0%
Want/need to compare with other products	3 0.7%	1 0.5%	2 1.0%
Want/need to check information/do more research/ask others	1 0.2%	0 0.0%	1 0.5%
All other need to compare/check/need more information mentions	2 0.5%	1 0.5%	1 0.5%
Other Neutral	9 2.2%	6 2.9%	3 1.5%
Depends on need/if I need it/if the person I would buy it for needs it	1 0.2%	1 0.5%	0 0.0%

Table 2: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	405	204	201
All other neutral mentions	9 2.2%	6 2.9%	3 1.5%
Miscellaneous	2 0.5%	2 1.0%	0 0.0%
None/nothing/no reason	1 0.2%	1 0.5%	0 0.0%
Don't know/not sure	1 0.2%	1 0.5%	0 0.0%

Table 3: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: May or May Not, Probably Would Not, or Definitely Would Not Buy This Product)

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	405	204	201
Positive (Grand Net)	10 2.5%	5 2.5%	5 2.5%
Brand Equity/Recognition (Net)	1 0.2%	1 0.5%	0 0.0%
Mattel/Fisher-Price Brand (Subnet)	1 0.2%	1 0.5%	0 0.0%
I like/love Mattel/Fisher-Price's products	1 0.2%	1 0.5%	0 0.0%
Mattel/Fisher-Price is a reliable/trustworthy brand/I trust Mattel/Fisher-Price	1 0.2%	1 0.5%	0 0.0%
Good/High Quality (Net)	5 1.2%	5 2.5%	0 0.0%
It/product looks good (unspecified)	4 1.0%	4 2.0%	0 0.0%
Quality/Has high quality/premium/premium quality	1 0.2%	1 0.5%	0 0.0%
Deluxe/Soft/Material/Fabric (Net)	1 0.2%	1 0.5%	0 0.0%
(Extra) plush fabrics	1 0.2%	1 0.5%	0 0.0%
Appearance of Package/Product (Net)	1 0.2%	0 0.0%	1 0.5%
Other Appearance of Package/Product	1 0.2%	0 0.0%	1 0.5%
Like the/good design/style/presentation	1 0.2%	0 0.0%	1 0.5%
Features/Settings (Net)	1 0.2%	0 0.0%	1 0.5%
Has many features/settings	1 0.2%	0 0.0%	1 0.5%
Useful/Beneficial (Net)	1 0.2%	1 0.5%	0 0.0%
It's useful/looks useful	1 0.2%	1 0.5%	0 0.0%

Table 3: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: May or May Not, Probably Would Not, or Definitely Would Not Buy This Product)

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	405	204	201
New/Different/Interesting/Unique (Net)	1 0.2%	0 0.0%	1 0.5%
It's/seems interesting	1 0.2%	0 0.0%	1 0.5%
Gift/Others Would Like (Net)	1 0.2%	1 0.5%	0 0.0%
It's a/it would make a good gift	1 0.2%	1 0.5%	0 0.0%
Sleep/Nap (Net)	0 0.0%	0 0.0%	0 0.0%
Sleep (Subnet)	0 0.0%	0 0.0%	0 0.0%
Good for sleep/sleeping	0 0.0%	0 0.0%	0 0.0%
Baby can/would fall asleep	0 0.0%	0 0.0%	0 0.0%
I would use it to put baby to sleep	0 0.0%	0 0.0%	0 0.0%
Can/would use for overnight sleep	0 0.0%	0 0.0%	0 0.0%
Vibrations help baby sleep	0 0.0%	0 0.0%	0 0.0%
Incline/angle helps baby sleep	0 0.0%	0 0.0%	0 0.0%
Safe for sleep/sleeping	0 0.0%	0 0.0%	0 0.0%
Comfortable for sleep/baby can sleep comfortably	0 0.0%	0 0.0%	0 0.0%
All other sleep mentions	0 0.0%	0 0.0%	0 0.0%
Nap (Subnet)	0 0.0%	0 0.0%	0 0.0%
Good for naps/napping	0 0.0%	0 0.0%	0 0.0%
Baby can/would nap	0 0.0%	0 0.0%	0 0.0%
Safe for naps/napping	0 0.0%	0 0.0%	0 0.0%
All other nap mentions	0 0.0%	0 0.0%	0 0.0%

Table 3: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: May or May Not, Probably Would Not, or Definitely Would Not Buy This Product)

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	405	204	201
Rest (Net)	0 0.0%	0 0.0%	0 0.0%
Safety (Net)	0 0.0%	0 0.0%	0 0.0%
It's/it looks safe	0 0.0%	0 0.0%	0 0.0%
Baby would be safe/Safe for baby	0 0.0%	0 0.0%	0 0.0%
All other safety mentions	0 0.0%	0 0.0%	0 0.0%
General Liking of the Product (Net)	2 0.5%	0 0.0%	2 1.0%
I like/love it	0 0.0%	0 0.0%	0 0.0%
All other general liking of the product mentions	1 0.2%	0 0.0%	1 0.5%
Negative (Grand Net)	11 2.7%	7 3.4%	4 2.0%
Price (Net)	2 0.5%	1 0.5%	1 0.5%
Expensive/costly/price is/seems/would be high/too high	2 0.5%	1 0.5%	1 0.5%
Appearance of Package/Product (Net)	1 0.2%	1 0.5%	0 0.0%
Other Appearance of Package/Product	1 0.2%	1 0.5%	0 0.0%
Dislike the/bad appearance	1 0.2%	1 0.5%	0 0.0%
Brand Equity/Recognition (Net)	1 0.2%	1 0.5%	0 0.0%
Prefer/Use Another Brand (Subnet)	1 0.2%	1 0.5%	0 0.0%
I like the brand/product I use	1 0.2%	1 0.5%	0 0.0%

Table 3: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: May or May Not, Probably Would Not, or Definitely Would Not Buy This Product)

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	405	204	201
Don't Need/Already Have (Net)	4 1.0%	3 1.5%	1 0.5%
Don't need it/this product	2 0.5%	1 0.5%	1 0.5%
Already have another product/something else	2 0.5%	2 1.0%	0 0.0%
Sleep/Nap (Net)	1 0.2%	1 0.5%	0 0.0%
Sleep (Subnet)	1 0.2%	1 0.5%	0 0.0%
All other sleep mentions	1 0.2%	1 0.5%	0 0.0%
Safety (Net)	1 0.2%	1 0.5%	0 0.0%
Recall/Recalled for safety issues	1 0.2%	1 0.5%	0 0.0%
All other safety mentions	1 0.2%	1 0.5%	0 0.0%
Danger/Injury/Death (Net)	0 0.0%	0 0.0%	0 0.0%
It's/It seems/looks dangerous/harmful	0 0.0%	0 0.0%	0 0.0%
Babies have died from it/this product	0 0.0%	0 0.0%	0 0.0%
All other danger/injury/death mentions	0 0.0%	0 0.0%	0 0.0%
Other Negative	2 0.5%	0 0.0%	2 1.0%
All other negative mentions	1 0.2%	0 0.0%	1 0.5%
Neutral (Grand Net)	16 4.0%	9 4.4%	7 3.5%
Price/Value (Net)	6 1.5%	2 1.0%	4 2.0%
It would depend on the price	3 0.7%	1 0.5%	2 1.0%

Table 3: Percentage of Male Participants Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: May or May Not, Probably Would Not, or Definitely Would Not Buy This Product)

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	405	204	201
Don't know how much it would cost	2 0.5%	1 0.5%	1 0.5%
It depends on if it costs the same as other products/brands	2 0.5%	1 0.5%	1 0.5%
Need to Compare/Check/Need More Information (Net)	6 1.5%	4 2.0%	2 1.0%
Not enough information/Want/need more information	1 0.2%	0 0.0%	1 0.5%
Want/need to compare with other products	3 0.7%	2 1.0%	1 0.5%
All other need to compare/check/need more information mentions	2 0.5%	2 1.0%	0 0.0%
Other Neutral	8 2.0%	5 2.5%	3 1.5%
Depends on need/if I need it/if the person I would buy it for needs it	3 0.7%	2 1.0%	1 0.5%
All other neutral mentions	5 1.2%	3 1.5%	2 1.0%

Table 4: Percentage of Male Participants Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soothe")
	405	204	201
Media (Net)	335 82.7%	165 80.9%	170 84.6%
Internet/Online (Subnet)	333 82.2%	165 80.9%	168 83.6%
Named Websites (Sub-Subnet)	110 27.2%	56 27.5%	54 26.9%
Amazon	67 16.5%	33 16.2%	34 16.9%
Facebook	23 5.7%	15 7.4%	8 4.0%
Walmart.com/Walmart website	7 1.7%	4 2.0%	3 1.5%
YouTube	21 5.2%	9 4.4%	12 6.0%
Instagram	4 1.0%	4 2.0%	0 0.0%
Reddit	5 1.2%	2 1.0%	3 1.5%
All other named websites mentions	6 1.5%	3 1.5%	3 1.5%
Reviews (Sub-Subnet)	74 18.3%	34 16.7%	40 19.9%
Review websites/Look for reviews/User/customer reviews	46 11.4%	22 10.8%	24 11.9%
Amazon reviews/Go on Amazon for reviews	21 5.2%	8 3.9%	13 6.5%
Consumer Reports/Consumer Reports reviews/Go on Consumer Reports for reviews	6 1.5%	3 1.5%	3 1.5%
Google reviews	2 0.5%	0 0.0%	2 1.0%
YouTube reviews	5 1.2%	1 0.5%	4 2.0%
All other reviews mentions	6 1.5%	4 2.0%	2 1.0%
Manufacturer/Brand/Product Website (Sub-Subnet)	52 12.8%	23 11.3%	29 14.4%
Manufacturer/brand/product website	42 10.4%	16 7.8%	26 12.9%
Mattel/Fisher-Price website	5 1.2%	4 2.0%	1 0.5%
Mattel/Fisher-Price	4 1.0%	2 1.0%	2 1.0%

Table 4: Percentage of Male Participants Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soothe")
	405	204	201
All other manufacturer/brand/product website mentions	1 0.2%	1 0.5%	0 0.0%
Miscellaneous Internet (Sub-Subnet)	278 68.6%	142 69.6%	136 67.7%
Google/Google search	122 30.1%	69 33.8%	53 26.4%
Search engines/Other search engines/online search	48 11.9%	26 12.7%	22 10.9%
Online/Internet/Websites/Would look online/on the Internet/on websites (unspecified)	76 18.8%	32 15.7%	44 21.9%
Social media (unspecified)	44 10.9%	25 12.3%	19 9.5%
Blogs/forums	24 5.9%	17 8.3%	7 3.5%
Baby/parenting websites (unspecified)	4 1.0%	2 1.0%	2 1.0%
Store/retailer website (unspecified)	22 5.4%	7 3.4%	15 7.5%
All other online/internet mentions	18 4.4%	10 4.9%	8 4.0%
Other Media (Subnet)	21 5.2%	13 6.4%	8 4.0%
News/Newspapers/news articles	2 0.5%	1 0.5%	1 0.5%
Ads/advertising/commercials	5 1.2%	3 1.5%	2 1.0%
TV/videos	9 2.2%	6 2.9%	3 1.5%
Books/magazines	5 1.2%	3 1.5%	2 1.0%
All other other media mentions	6 1.5%	3 1.5%	3 1.5%
Package/Packaging (Net)	5 1.2%	2 1.0%	3 1.5%
On the package/packaging	2 0.5%	1 0.5%	1 0.5%
The package/packaging (unspecified)	1 0.2%	1 0.5%	0 0.0%
Label/instructions on package	1 0.2%	0 0.0%	1 0.5%

Table 4: Percentage of Male Participants Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soother")
	405	204	201
The product/The product itself	1 0.2%	0 0.0%	1 0.5%
People/Word of Mouth (Net)	61 15.1%	29 14.2%	32 15.9%
Word of mouth (unspecified)	5 1.2%	3 1.5%	2 1.0%
Family/friends	43 10.6%	18 8.8%	25 12.4%
Pediatrician/doctor	6 1.5%	3 1.5%	3 1.5%
Experts/expert opinions (unspecified)	1 0.2%	1 0.5%	0 0.0%
Other parents/moms (not family/friends)	7 1.7%	2 1.0%	5 2.5%
Salespeople/Store employees	5 1.2%	4 2.0%	1 0.5%
All other people/word of mouth mentions	1 0.2%	0 0.0%	1 0.5%
Store (Net)	89 22.0%	39 19.1%	50 24.9%
Store/stores (unspecified)	12 3.0%	6 2.9%	6 3.0%
In store/Physical store(s)	39 9.6%	14 6.9%	25 12.4%
Named store/stores (e.g., Walmart, Target, BuyBuyBaby, etc.)	38 9.4%	19 9.3%	19 9.5%
All other store mentions	3 0.7%	1 0.5%	2 1.0%
Specific Information (Net)	19 4.7%	10 4.9%	9 4.5%
Recall/Would look up recalls	2 0.5%	0 0.0%	2 1.0%
Safety issues/Would look up safety issues	7 1.7%	3 1.5%	4 2.0%
Price/would look up price/value/compare prices	5 1.2%	2 1.0%	3 1.5%
Other specific information mentions	10 2.5%	7 3.4%	3 1.5%

Table 4: Percentage of Male Participants Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soothe")
	405	204	201
Need to Compare/Check/Need More Information (Net)	8 2.0%	4 2.0%	4 2.0%
Not enough information/Want/need more information	1 0.2%	0 0.0%	1 0.5%
Want/need to compare with other products	1 0.2%	1 0.5%	0 0.0%
Want/need to check information/do more research/ask others	4 1.0%	2 1.0%	2 1.0%
All other need to compare/check/need more information mentions	2 0.5%	1 0.5%	1 0.5%
General Liking of the Product (Net)	17 4.2%	12 5.9%	5 2.5%
I like/love it	4 1.0%	4 2.0%	0 0.0%
All other general liking of the product mentions	13 3.2%	8 3.9%	5 2.5%
Miscellaneous	18 4.4%	10 4.9%	8 4.0%
Brand/company (unspecified)	5 1.2%	3 1.5%	2 1.0%
None/nothing/nowhere	1 0.2%	0 0.0%	1 0.5%
Don't know/not sure	3 0.7%	2 1.0%	1 0.5%
All other mentions	9 2.2%	5 2.5%	4 2.0%

Table 5: Percentage of Male Participants Mentioning Each Category to Q.61-Q.62 ("Awareness of Issues")

Q.61/Q.62: Awareness of issue(s)	Total	Test ("Sleeper")	Control ("Soother")
	405	204	201
Danger/Injury/Death (Net)	2 0.5%	1 0.5%	1 0.5%
It's dangerous/harmful/hazardous	0 0.0%	0 0.0%	0 0.0%
Babies have been harmed/injured from it/this product	0 0.0%	0 0.0%	0 0.0%
Babies have fallen from it/this product	0 0.0%	0 0.0%	0 0.0%
Babies have died from it/this product	0 0.0%	0 0.0%	0 0.0%
Babies have suffocated from it/this product	0 0.0%	0 0.0%	0 0.0%
Babies have choked from it/this product/Choking hazard	1 0.2%	0 0.0%	1 0.5%
All other danger/injury/death mentions	1 0.2%	1 0.5%	0 0.0%
Sleep/Nap (Net)	2 0.5%	2 1.0%	0 0.0%
Sleep (Subnet)	2 0.5%	2 1.0%	0 0.0%
All other sleep mentions	2 0.5%	2 1.0%	0 0.0%
Safety (Net)	7 1.7%	5 2.5%	2 1.0%
It's not/doesn't look safe	2 0.5%	1 0.5%	1 0.5%
Safety/Safety issues (unspecified)	4 1.0%	3 1.5%	1 0.5%
All other safety mentions	1 0.2%	1 0.5%	0 0.0%
Recall (Net)	5 1.2%	4 2.0%	1 0.5%
Recall Due to Danger/Injury/Death (Subnet)	0 0.0%	0 0.0%	0 0.0%
Recall Due to Safety (Subnet)	1 0.2%	1 0.5%	0 0.0%
Recalled due to safety issues	1 0.2%	1 0.5%	0 0.0%

Table 5: Percentage of Male Participants Mentioning Each Category to Q.61-Q.62 ("Awareness of Issues")

Q.61/Q.62: Awareness of issue(s)	Total	Test ("Sleeper")	Control ("Soother")
	405	204	201
Other Recall	4 1.0%	3 1.5%	1 0.5%
There was a recall/It/this product/Rock 'n Play was recalled	1 0.2%	1 0.5%	0 0.0%
All other recall mentions	3 0.7%	2 1.0%	1 0.5%
Negative Product (Net)	26 6.4%	17 8.3%	9 4.5%
Defective/bad/low quality/not a good product	10 2.5%	8 3.9%	2 1.0%
Product expensive/too expensive/dislike price/value	4 1.0%	3 1.5%	1 0.5%
Product not comfortable/soothing	4 1.0%	2 1.0%	2 1.0%
Product breaks/not durable	2 0.5%	0 0.0%	2 1.0%
Not as good as other products/brands	1 0.2%	1 0.5%	0 0.0%
Product is not environmentally friendly/not sustainable	3 0.7%	1 0.5%	2 1.0%
Issues with material/material is not soft	1 0.2%	1 0.5%	0 0.0%
Product is too small/too tight	1 0.2%	1 0.5%	0 0.0%
All other general negative product mentions	7 1.7%	4 2.0%	3 1.5%
Positive Product (Net)	29 7.2%	10 4.9%	19 9.5%
Good/high quality product	5 1.2%	2 1.0%	3 1.5%
Safe/Safe for baby	2 0.5%	0 0.0%	2 1.0%
Like it/this product	3 0.7%	0 0.0%	3 1.5%
Good product/it's good	6 1.5%	4 2.0%	2 1.0%
Good price/value	4 1.0%	3 1.5%	1 0.5%
Sturdy/durable	1 0.2%	1 0.5%	0 0.0%

Table 5: Percentage of Male Participants Mentioning Each Category to Q.61-Q.62 ("Awareness of Issues")

Q.61/Q.62: Awareness of issue(s)	Total	Test ("Sleeper")	Control ("Soothe")
	405	204	201
Comfortable/comfort	2 0.5%	0 0.0%	2 1.0%
New/different/unique product	3 0.7%	0 0.0%	3 1.5%
Works well/effective/good performance	1 0.2%	0 0.0%	1 0.5%
Good for babies	2 0.5%	0 0.0%	2 1.0%
All other positive product mentions	9 2.2%	3 1.5%	6 3.0%
Issues (Net)	8 2.0%	3 1.5%	5 2.5%
Issue/issues/problems (unspecified)	3 0.7%	0 0.0%	3 1.5%
All other issues mentions	5 1.2%	3 1.5%	2 1.0%
None (Net)	29 7.2%	13 6.4%	16 8.0%
None/nothing/no issues	29 7.2%	13 6.4%	16 8.0%
Miscellaneous	26 6.4%	13 6.4%	13 6.5%
Don't know/not sure	4 1.0%	3 1.5%	1 0.5%
Positive brand mentions: good/great brand, trusted brand	5 1.2%	3 1.5%	2 1.0%
Method of receiving information (social media, online ads, in store, etc.)	7 1.7%	3 1.5%	4 2.0%
Specific products mentioned only (carriers, cribs, powder, shampoo, etc.)	2 0.5%	0 0.0%	2 1.0%
All other mentions	8 2.0%	4 2.0%	4 2.0%

**EXHIBIT M: COMPUTER TABLES WITH RESULTS AND CODES AMONG
PARTICIPANTS RESIDING IN ONE OF THE 12 STATES**

Table 1: Percent of Participants Residing in One of the 12 States Selecting Various Answer Choices in Question 30A/B (Purchase Intention)

	Test Package (“Rock ‘n Play Sleeper”) (<i>n</i> = 192)	Control Package (“Rock ‘n Play Soother”) (<i>n</i> = 176)
Definitely would buy this product	62.5% (120)	61.9% (109)
Probably would buy this product	31.3% (60)	32.4% (57)
May or may not buy this product	3.1% (6)	4.0% (7)
Probably would <u>not</u> buy this product	1.6% (3)	1.1% (2)
Definitely would <u>not</u> buy this product	1.0% (2)	0.0% (0)
Don’t know	0.5% (1)	0.6% (1)

Table 2: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	368	192	176
Positive (Grand Net)	338 91.8%	175 91.1%	163 92.6%
Comfort/Soothing (Net)	91 24.7%	44 22.9%	47 26.7%
Comfort/Comfortable (Subnet)	77 20.9%	39 20.3%	38 21.6%
Comfortable/comfortable for baby/looks comfortable	69 18.8%	34 17.7%	35 19.9%
Comforting/comforting to baby/Gives comfort/comfort to baby	5 1.4%	3 1.6%	2 1.1%
Incline/angle is/looks comfortable/soothing	1 0.3%	1 0.5%	0 0.0%
All other comfort/comfortable mentions	3 0.8%	2 1.0%	1 0.6%
Soothing (Subnet)	14 3.8%	4 2.1%	10 5.7%
Soothing/Soothing to baby/Would soothe baby	5 1.4%	1 0.5%	4 2.3%
Calming/Calming to baby/Would calm baby	3 0.8%	2 1.0%	1 0.6%
Vibrations are calming/would calm/soothe baby	6 1.6%	1 0.5%	5 2.8%
All other soothing mentions	1 0.3%	0 0.0%	1 0.6%
Other Comfort/Soothing	8 2.2%	4 2.1%	4 2.3%
Cozy/snug/Cozy/snug for baby	4 1.1%	2 1.0%	2 1.1%
All other comfort/soothing mentions	4 1.1%	2 1.0%	2 1.1%
Brand Equity/Recognition (Net)	92 25.0%	54 28.1%	38 21.6%
Mattel/Fisher-Price Brand (Subnet)	20 5.4%	11 5.7%	9 5.1%
It's Mattel/Fisher-Price	7 1.9%	5 2.6%	2 1.1%
I like/love Mattel/Fisher-Price's products	1 0.3%	1 0.5%	0 0.0%
Mattel/Fisher-Price is a good brand/makes good products	5 1.4%	2 1.0%	3 1.7%

Table 2: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	368	192	176
Mattel/Fisher-Price is a reliable/trustworthy brand/I trust Mattel/Fisher-Price	3 0.8%	1 0.5%	2 1.1%
All other Mattel/Fisher-Price brand mentions	4 1.1%	2 1.0%	2 1.1%
Mattel/Fisher-Price Brand Familiarity (Sub-Subnet)	4 1.1%	3 1.6%	1 0.6%
Know/familiar with Mattel/Fisher-Price	2 0.5%	2 1.0%	0 0.0%
I've used/bought other Mattel/Fisher-Price products	2 0.5%	1 0.5%	1 0.6%
Brand (Unspecified) (Subnet)	69 18.8%	42 21.9%	27 15.3%
I like/love the/this brand	12 3.3%	9 4.7%	3 1.7%
It's/this is my favorite brand	2 0.5%	1 0.5%	1 0.6%
It's a good brand/They make good products	16 4.3%	9 4.7%	7 4.0%
It's a reliable/trustworthy brand/I trust the/this brand	23 6.3%	14 7.3%	9 5.1%
The brand (unspecified)	2 0.5%	1 0.5%	1 0.6%
All other brand (unspecified) mentions	14 3.8%	11 5.7%	3 1.7%
Brand (Unspecified) Familiarity (Sub-Subnet)	16 4.3%	7 3.6%	9 5.1%
Know/familiar with the/this brand	2 0.5%	1 0.5%	1 0.6%
I've seen/used/bought this product before	2 0.5%	1 0.5%	1 0.6%
I've used/bought other products from the/this brand	1 0.3%	1 0.5%	0 0.0%
Well known/popular brand	9 2.4%	3 1.6%	6 3.4%
All other brand (unspecified) familiarity mentions	2 0.5%	1 0.5%	1 0.6%
Other Brand Equity/Recognition	7 1.9%	2 1.0%	5 2.8%

Table 2: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	368	192	176
Similar to other brands/products	3 0.8%	1 0.5%	2 1.1%
Better than other brands/products	4 1.1%	1 0.5%	3 1.7%
Good/High Quality (Net)	121 32.9%	59 30.7%	62 35.2%
It/product is/seems good/great	44 12.0%	17 8.9%	27 15.3%
It/product looks good (unspecified)	23 6.3%	13 6.8%	10 5.7%
Quality/Has high quality/premium/premium quality	51 13.9%	25 13.0%	26 14.8%
All other good/high quality mentions	4 1.1%	1 0.5%	3 1.7%
Durable (Subnet)	8 2.2%	6 3.1%	2 1.1%
It's durable/sturdy/Looks durable/sturdy	7 1.9%	5 2.6%	2 1.1%
Would last a long time	3 0.8%	2 1.0%	1 0.6%
Deluxe/Soft/Material/Fabric (Net)	34 9.2%	17 8.9%	17 9.7%
It's/looks soft	6 1.6%	3 1.6%	3 1.7%
Like the/good material/fabric	5 1.4%	3 1.6%	2 1.1%
Material/fabric is deluxe	2 0.5%	2 1.0%	0 0.0%
Material/fabric is soft	1 0.3%	1 0.5%	0 0.0%
(Extra) plush fabrics	10 2.7%	7 3.6%	3 1.7%
(Newborn) insert/headrest/pillow	4 1.1%	1 0.5%	3 1.7%
(Breathable) mesh sides	3 0.8%	2 1.0%	1 0.6%
All other deluxe/soft/material/fabric mentions	11 3.0%	4 2.1%	7 4.0%

Table 2: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	368	192	176
Appearance of Package/Product (Net)	48 13.0%	23 12.0%	25 14.2%
Appearance of Package (Subnet)	9 2.4%	5 2.6%	4 2.3%
Like the packaging/design of the package/the package is appealing/attractive	7 1.9%	5 2.6%	2 1.1%
The baby on package	1 0.3%	0 0.0%	1 0.6%
All other appearance of package mentions	1 0.3%	0 0.0%	1 0.6%
Appearance of Product (Subnet)	9 2.4%	6 3.1%	3 1.7%
Like the design of the product/the product is appealing/attractive	6 1.6%	5 2.6%	1 0.6%
The puppy/animal is cute	1 0.3%	0 0.0%	1 0.6%
All other appearance of product mentions	2 0.5%	1 0.5%	1 0.6%
Other Appearance of Package/Product	34 9.2%	15 7.8%	19 10.8%
Like the color(s)/colorful	3 0.8%	0 0.0%	3 1.7%
Like the/good design/style/presentation	13 3.5%	8 4.2%	5 2.8%
Like the/good appearance	11 3.0%	4 2.1%	7 4.0%
Looks/is cute/adorable	7 1.9%	3 1.6%	4 2.3%
All other appearance of package/product mentions	1 0.3%	0 0.0%	1 0.6%
Play/Entertainment/Fun (Net)	13 3.5%	7 3.6%	6 3.4%
It's entertaining/fun/provides entertainment/fun	1 0.3%	1 0.5%	0 0.0%
Would be entertaining/fun for baby/keeps baby entertained	2 0.5%	0 0.0%	2 1.1%
Playful/baby would like playing	1 0.3%	1 0.5%	0 0.0%
I like/baby would like the toy	2 0.5%	1 0.5%	1 0.6%

Table 2: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	368	192	176
All other play/entertainment/fun mentions	8 2.2%	4 2.1%	4 2.3%
Features/Settings (Net)	18 4.9%	13 6.8%	5 2.8%
Has many features/settings	4 1.1%	3 1.6%	1 0.6%
Has good features/settings	13 3.5%	9 4.7%	4 2.3%
All other features/settings mentions	2 0.5%	2 1.0%	0 0.0%
Vibration/Rocking (Net)	25 6.8%	12 6.3%	13 7.4%
It has/like the vibrations/rocking/It vibrates/rocks	12 3.3%	4 2.1%	8 4.5%
It's a rocker	2 0.5%	2 1.0%	0 0.0%
Vibrations are calming/would calm/soothe baby	6 1.6%	1 0.5%	5 2.8%
All other vibration/rocking mentions	6 1.6%	5 2.6%	1 0.6%
Incline/Angle (Net)	8 2.2%	7 3.6%	1 0.6%
It has/like the incline/angle	5 1.4%	4 2.1%	1 0.6%
Incline/angle is/looks comfortable/soothing	1 0.3%	1 0.5%	0 0.0%
All other incline/angle mentions	2 0.5%	2 1.0%	0 0.0%
Convenience/Ease of Use (Net)	26 7.1%	10 5.2%	16 9.1%
It's convenient/Like the convenience	7 1.9%	2 1.0%	5 2.8%
Easy to use	12 3.3%	5 2.6%	7 4.0%
All other convenience/ease of use mentions	8 2.2%	3 1.6%	5 2.8%

Table 2: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	368	192	176
Portability (Net)	16 4.3%	8 4.2%	8 4.5%
It's portable/Can/easy to move around/Like the portability	12 3.3%	5 2.6%	7 4.0%
Folds/foldable for storage/Good/easy for storage	4 1.1%	1 0.5%	3 1.7%
Adaptable/flexible	3 0.8%	2 1.0%	1 0.6%
All other portability mentions	1 0.3%	1 0.5%	0 0.0%
Useful/Beneficial (Net)	30 8.2%	18 9.4%	12 6.8%
It's useful/looks useful	20 5.4%	10 5.2%	10 5.7%
It's beneficial/provides benefits	5 1.4%	4 2.1%	1 0.6%
It's helpful/would help me/my baby/helpful to parents	5 1.4%	4 2.1%	1 0.6%
All other useful/beneficial mentions	1 0.3%	1 0.5%	0 0.0%
Size (Net)	7 1.9%	1 0.5%	6 3.4%
Good size/I like the size	1 0.3%	0 0.0%	1 0.6%
Large size	1 0.3%	0 0.0%	1 0.6%
Small/compact/doesn't take up much space	3 0.8%	1 0.5%	2 1.1%
All other size mentions	2 0.5%	0 0.0%	2 1.1%
Price/Value (Net)	24 6.5%	14 7.3%	10 5.7%
Price is good/cost-effective	7 1.9%	4 2.1%	3 1.7%
Price is affordable/reasonable	2 0.5%	0 0.0%	2 1.1%
Good value/worth the price	13 3.5%	9 4.7%	4 2.3%
All other price/value mentions	2 0.5%	1 0.5%	1 0.6%

Table 2: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	368	192	176
Meets Needs/Looking for Something Like This (Net)	32 8.7%	18 9.4%	14 8.0%
Meets/meets my needs	9 2.4%	7 3.6%	2 1.1%
I'm/have been looking for something like it/this	2 0.5%	1 0.5%	1 0.6%
It/this has what I want/need/am looking for	7 1.9%	4 2.1%	3 1.7%
Need it/have need for product/it's necessary/a necessity	8 2.2%	5 2.6%	3 1.7%
All other want to meets needs/looking for something like this mentions	6 1.6%	1 0.5%	5 2.8%
New/Different/Interesting/Unique (Net)	29 7.9%	14 7.3%	15 8.5%
It's/seems new/a new product/different	6 1.6%	3 1.6%	3 1.7%
It's/seems interesting	5 1.4%	2 1.0%	3 1.7%
It's unique/innovative	18 4.9%	10 5.2%	8 4.5%
I want to try something new	2 0.5%	0 0.0%	2 1.1%
All other new/different/interesting/unique mentions	5 1.4%	3 1.6%	2 1.1%
Want to Try/Buy (Net)	23 6.3%	10 5.2%	13 7.4%
Want to try it/this	2 0.5%	1 0.5%	1 0.6%
Want to buy it/this	17 4.6%	8 4.2%	9 5.1%
I want to try something new	2 0.5%	0 0.0%	2 1.1%
All other want to try/buy mentions	2 0.5%	1 0.5%	1 0.6%
Gift/Others Would Like (Net)	14 3.8%	4 2.1%	10 5.7%
It's a/it would make a good gift	12 3.3%	4 2.1%	8 4.5%

Table 2: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	368	192	176
My [family member/friend/acquaintance] would like it	2 0.5%	0 0.0%	2 1.1%
All other gift/others would like mentions	1 0.3%	0 0.0%	1 0.6%
Recommendations (Net)	1 0.3%	0 0.0%	1 0.6%
All other recommendations mentions	1 0.3%	0 0.0%	1 0.6%
Sleep/Nap (Net)	25 6.8%	19 9.9%	6 3.4%
Sleep (Subnet)	47 12.8%	18 9.4%	3 1.7%
Good for sleep/sleeping	14 3.8%	4 2.1%	10 5.7%
Baby can/would fall asleep	3 0.8%	2 1.0%	1 0.6%
I would use it to put baby to sleep	1 0.3%	1 0.5%	0 0.0%
Can/would use for overnight sleep	1 0.3%	1 0.5%	0 0.0%
Vibrations help baby sleep	2 0.5%	2 1.0%	0 0.0%
Incline/angle helps baby sleep	0 0.0%	0 0.0%	0 0.0%
Safe for sleep/sleeping	0 0.0%	0 0.0%	0 0.0%
Comfortable for sleep/baby can sleep comfortably	7 1.9%	6 3.1%	1 0.6%
All other sleep mentions	5 1.4%	4 2.1%	1 0.6%
Nap (Subnet)	4 1.1%	1 0.5%	3 1.7%
Good for naps/napping	2 0.5%	0 0.0%	2 1.1%
Baby can/would nap	1 0.3%	0 0.0%	1 0.6%
Safe for naps/napping	0 0.0%	0 0.0%	0 0.0%
All other nap mentions	1 0.3%	1 0.5%	0 0.0%

Table 2: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	368	192	176
Rest (Net)	4 1.1%	3 1.6%	1 0.6%
Good for rest/resting	2 0.5%	1 0.5%	1 0.6%
All other rest mentions	2 0.5%	2 1.0%	0 0.0%
Safety (Net)	35 9.5%	20 10.4%	15 8.5%
It's/it looks safe	16 4.3%	11 5.7%	5 2.8%
Baby would be safe/Safe for baby	9 2.4%	6 3.1%	3 1.7%
All other safety mentions	12 3.3%	5 2.6%	7 4.0%
General Liking of the Product (Net)	45 12.2%	25 13.0%	20 11.4%
I like/love it	34 9.2%	22 11.5%	12 6.8%
Baby would like/love it	6 1.6%	2 1.0%	4 2.3%
All other general liking of the product mentions	5 1.4%	1 0.5%	4 2.3%
Other Positive	51 13.9%	27 14.1%	24 13.6%
Good/better for babies/will be good for my baby	22 6.0%	12 6.3%	10 5.7%
Effective/works well/like how it functions/the functionality	6 1.6%	2 1.0%	4 2.3%
All other positive mentions	24 6.5%	13 6.8%	11 6.3%
Negative (Grand Net)	5 1.4%	3 1.6%	2 1.1%
Price (Net)	3 0.8%	2 1.0%	1 0.6%
Expensive/costly/price is/seems/would be high/too high	3 0.8%	2 1.0%	1 0.6%

Table 2: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	368	192	176
Brand Equity/Recognition (Net)	1 0.3%	1 0.5%	0 0.0%
Prefer/Use Another Brand (Subnet)	1 0.3%	1 0.5%	0 0.0%
I prefer/use another/other brand/product	1 0.3%	1 0.5%	0 0.0%
Sleep/Nap (Net)	0 0.0%	0 0.0%	0 0.0%
Safety (Net)	0 0.0%	0 0.0%	0 0.0%
Danger/Injury/Death (Net)	1 0.3%	0 0.0%	1 0.6%
All other danger/injury/death mentions	1 0.3%	0 0.0%	1 0.6%
Other Negative	1 0.3%	0 0.0%	1 0.6%
All other negative mentions	1 0.3%	0 0.0%	1 0.6%
Neutral (Grand Net)	20 5.4%	12 6.3%	8 4.5%
Price/Value (Net)	8 2.2%	6 3.1%	2 1.1%
The price (unspecified)	1 0.3%	0 0.0%	1 0.6%
It would depend on the price	5 1.4%	3 1.6%	2 1.1%
It depends on if it costs the same as other products/brands	1 0.3%	1 0.5%	0 0.0%
All other price/value mentions	3 0.8%	2 1.0%	1 0.6%
Need to Compare/Check/Need More Information (Net)	6 1.6%	2 1.0%	4 2.3%
Not enough information/Want/need more information	1 0.3%	0 0.0%	1 0.6%
Want/need to compare with other products	3 0.8%	1 0.5%	2 1.1%

Table 2: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: Definitely Would Buy or Probably Would Buy This Product)

Q.40/Q.41: 4/5 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	368	192	176
Want/need to check information/do more research/ask others	1 0.3%	1 0.5%	0 0.0%
All other need to compare/check/need more information mentions	3 0.8%	0 0.0%	3 1.7%
Other Neutral	9 2.4%	6 3.1%	3 1.7%
All other neutral mentions	9 2.4%	6 3.1%	3 1.7%
Miscellaneous	3 0.8%	2 1.0%	1 0.6%
None/nothing/no reason	3 0.8%	2 1.0%	1 0.6%

Table 3: Percentage of Participants in One of the 12 States Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: May or May Not, Probably Would Not, or Definitely Would Not Buy This

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	368	192	176
Positive (Grand Net)	5 1.4%	1 0.5%	4 2.3%
Good/High Quality (Net)	1 0.3%	0 0.0%	1 0.6%
It/product looks good (unspecified)	1 0.3%	0 0.0%	1 0.6%
Appearance of Package/Product (Net)	1 0.3%	0 0.0%	1 0.6%
Other Appearance of Package/Product	1 0.3%	0 0.0%	1 0.6%
Like the/good design/style/presentation	1 0.3%	0 0.0%	1 0.6%
Sleep/Nap (Net)	1 0.3%	1 0.5%	0 0.0%
Sleep (Subnet)	1 0.3%	1 0.5%	0 0.0%
Good for sleep/sleeping	0 0.0%	0 0.0%	0 0.0%
Baby can/would fall asleep	0 0.0%	0 0.0%	0 0.0%
I would use it to put baby to sleep	0 0.0%	0 0.0%	0 0.0%
Can/would use for overnight sleep	0 0.0%	0 0.0%	0 0.0%
Vibrations help baby sleep	0 0.0%	0 0.0%	0 0.0%
Incline/angle helps baby sleep	1 0.3%	1 0.5%	0 0.0%
Safe for sleep/sleeping	0 0.0%	0 0.0%	0 0.0%
Comfortable for sleep/baby can sleep comfortably	0 0.0%	0 0.0%	0 0.0%
All other sleep mentions	0 0.0%	0 0.0%	0 0.0%
Nap (Subnet)	0 0.0%	0 0.0%	0 0.0%
Good for naps/napping	0 0.0%	0 0.0%	0 0.0%
Baby can/would nap	0 0.0%	0 0.0%	0 0.0%

Table 3: Percentage of Participants in One of the 12 States Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: May or May Not, Probably Would Not, or Definitely Would Not Buy This

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soother")
	368	192	176
Safe for naps/napping	0 0.0%	0 0.0%	0 0.0%
All other nap mentions	0 0.0%	0 0.0%	0 0.0%
Rest (Net)	0 0.0%	0 0.0%	0 0.0%
Safety (Net)	0 0.0%	0 0.0%	0 0.0%
It's/it looks safe	0 0.0%	0 0.0%	0 0.0%
Baby would be safe/Safe for baby	0 0.0%	0 0.0%	0 0.0%
All other safety mentions	0 0.0%	0 0.0%	0 0.0%
General Liking of the Product (Net)	2 0.5%	0 0.0%	2 1.1%
I like/love it	1 0.3%	0 0.0%	1 0.6%
All other general liking of the product mentions	1 0.3%	0 0.0%	1 0.6%
Negative (Grand Net)	16 4.3%	9 4.7%	7 4.0%
Price (Net)	2 0.5%	1 0.5%	1 0.6%
Expensive/costly/price is/seems/would be high/too high	2 0.5%	1 0.5%	1 0.6%
Appearance of Package/Product (Net)	1 0.3%	1 0.5%	0 0.0%
Other Appearance of Package/Product	1 0.3%	1 0.5%	0 0.0%
Dislike the/bad appearance	1 0.3%	1 0.5%	0 0.0%
Brand Equity/Recognition (Net)	2 0.5%	2 1.0%	0 0.0%

Table 3: Percentage of Participants in One of the 12 States Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: May or May Not, Probably Would Not, or Definitely Would Not Buy This

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	368	192	176
Mattel/Fisher-Price Brand (Subnet)	1 0.3%	1 0.5%	0 0.0%
All other Mattel/Fisher-Price brand mentions	1 0.3%	1 0.5%	0 0.0%
Prefer/Use Another Brand (Subnet)	2 0.5%	2 1.0%	0 0.0%
I like the brand/product I use	1 0.3%	1 0.5%	0 0.0%
All other prefer/use another brand mentions	1 0.3%	1 0.5%	0 0.0%
Don't Need/Already Have (Net)	4 1.1%	3 1.6%	1 0.6%
Don't need it/this product	2 0.5%	1 0.5%	1 0.6%
Already have another product/something else	2 0.5%	2 1.0%	0 0.0%
Sleep/Nap (Net)	0 0.0%	0 0.0%	0 0.0%
Sleep (Subnet)	0 0.0%	0 0.0%	0 0.0%
All other sleep mentions	0 0.0%	0 0.0%	0 0.0%
Safety (Net)	3 0.8%	2 1.0%	1 0.6%
Safety/Safety issues (unspecified)	0 0.0%	0 0.0%	0 0.0%
Recall/Recalled for safety issues	2 0.5%	2 1.0%	0 0.0%
All other safety mentions	2 0.5%	1 0.5%	1 0.6%
Danger/Injury/Death (Net)	3 0.8%	1 0.5%	2 1.1%
It's/It seems/looks dangerous/harmful	1 0.3%	0 0.0%	1 0.6%
Babies have died from it/this product	3 0.8%	1 0.5%	2 1.1%
All other danger/injury/death mentions	1 0.3%	1 0.5%	0 0.0%

Table 3: Percentage of Participants in One of the 12 States Mentioning Each Category to Q.40-Q.41 (Purchase Reasons: May or May Not, Probably Would Not, or Definitely Would Not Buy This

Q.40/Q.41: 1/2/3 Purchase Intention	Total	Test ("Sleeper")	Control ("Soothe")
	368	192	176
Other Negative	4	1	3
	1.1%	0.5%	1.7%
All other negative mentions	4	1	3
	1.1%	0.5%	1.7%
Neutral (Grand Net)	6	4	2
	1.6%	2.1%	1.1%
Price/Value (Net)	2	0	2
	0.5%	0.0%	1.1%
It would depend on the price	1	0	1
	0.3%	0.0%	0.6%
It depends on if it costs the same as other products/brands	1	0	1
	0.3%	0.0%	0.6%
Need to Compare/Check/Need More Information (Net)	1	1	0
	0.3%	0.5%	0.0%
All other need to compare/check/need more information mentions	1	1	0
	0.3%	0.5%	0.0%
Other Neutral	3	3	0
	0.8%	1.6%	0.0%
Depends on need/if I need it/if the person I would buy it for needs it	1	1	0
	0.3%	0.5%	0.0%
All other neutral mentions	3	3	0
	0.8%	1.6%	0.0%

Table 4: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soother")
	368	192	176
Media (Net)	308 83.7%	158 82.3%	150 85.2%
Internet/Online (Subnet)	306 83.2%	158 82.3%	148 84.1%
Named Websites (Sub-Subnet)	103 28.0%	53 27.6%	50 28.4%
Amazon	65 17.7%	36 18.8%	29 16.5%
Facebook	18 4.9%	10 5.2%	8 4.5%
Walmart.com/Walmart website	10 2.7%	5 2.6%	5 2.8%
YouTube	22 6.0%	8 4.2%	14 8.0%
Instagram	7 1.9%	4 2.1%	3 1.7%
Reddit	3 0.8%	1 0.5%	2 1.1%
All other named websites mentions	8 2.2%	3 1.6%	5 2.8%
Reviews (Sub-Subnet)	98 26.6%	49 25.5%	49 27.8%
Review websites/Look for reviews/User/customer reviews	66 17.9%	35 18.2%	31 17.6%
Amazon reviews/Go on Amazon for reviews	25 6.8%	12 6.3%	13 7.4%
Consumer Reports/Consumer Reports reviews/Go on Consumer Reports for reviews	2 0.5%	1 0.5%	1 0.6%
Google reviews	3 0.8%	1 0.5%	2 1.1%
YouTube reviews	5 1.4%	1 0.5%	4 2.3%
All other reviews mentions	8 2.2%	3 1.6%	5 2.8%
Manufacturer/Brand/Product Website (Sub-Subnet)	60 16.3%	26 13.5%	34 19.3%
Manufacturer/brand/product website	50 13.6%	22 11.5%	28 15.9%
Mattel/Fisher-Price website	6 1.6%	2 1.0%	4 2.3%
Mattel/Fisher-Price	3 0.8%	1 0.5%	2 1.1%

Table 4: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soothe")
	368	192	176
All other manufacturer/brand/product website mentions	2 0.5%	1 0.5%	1 0.6%
Miscellaneous Internet (Sub-Subnet)	241 65.5%	126 65.6%	115 65.3%
Google/Google search	125 34.0%	69 35.9%	56 31.8%
Search engines/Other search engines/online search	18 4.9%	12 6.3%	6 3.4%
Online/Internet/Websites/Would look online/on the Internet/on websites (unspecified)	69 18.8%	29 15.1%	40 22.7%
Social media (unspecified)	41 11.1%	22 11.5%	19 10.8%
Blogs/forums	19 5.2%	17 8.9%	2 1.1%
Baby/parenting websites (unspecified)	8 2.2%	4 2.1%	4 2.3%
Store/retailer website (unspecified)	28 7.6%	12 6.3%	16 9.1%
All other online/internet mentions	9 2.4%	6 3.1%	3 1.7%
Other Media (Subnet)	16 4.3%	12 6.3%	4 2.3%
News/Newspapers/news articles	1 0.3%	0 0.0%	1 0.6%
Ads/advertising/commercials	4 1.1%	4 2.1%	0 0.0%
TV/videos	7 1.9%	6 3.1%	1 0.6%
Books/magazines	3 0.8%	2 1.0%	1 0.6%
All other other media mentions	4 1.1%	3 1.6%	1 0.6%
Package/Packaging (Net)	5 1.4%	2 1.0%	3 1.7%
On the package/packaging	1 0.3%	1 0.5%	0 0.0%
The package/packaging (unspecified)	2 0.5%	1 0.5%	1 0.6%
Label/instructions on package	1 0.3%	0 0.0%	1 0.6%

Table 4: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soother")
	368	192	176
The product/The product itself	1 0.3%	0 0.0%	1 0.6%
People/Word of Mouth (Net)	69 18.8%	31 16.1%	38 21.6%
Word of mouth (unspecified)	4 1.1%	2 1.0%	2 1.1%
Family/friends	50 13.6%	20 10.4%	30 17.0%
Pediatrician/doctor	6 1.6%	3 1.6%	3 1.7%
Experts/expert opinions (unspecified)	2 0.5%	1 0.5%	1 0.6%
Other parents/moms (not family/friends)	8 2.2%	4 2.1%	4 2.3%
Salespeople/Store employees	7 1.9%	5 2.6%	2 1.1%
All other people/word of mouth mentions	3 0.8%	1 0.5%	2 1.1%
Store (Net)	68 18.5%	38 19.8%	30 17.0%
Store/stores (unspecified)	10 2.7%	5 2.6%	5 2.8%
In store/Physical store(s)	15 4.1%	9 4.7%	6 3.4%
Named store/stores (e.g., Walmart, Target, BuyBuyBaby, etc.)	36 9.8%	19 9.9%	17 9.7%
All other store mentions	7 1.9%	5 2.6%	2 1.1%
Specific Information (Net)	20 5.4%	12 6.3%	8 4.5%
Recall/Would look up recalls	1 0.3%	0 0.0%	1 0.6%
Safety issues/Would look up safety issues	3 0.8%	1 0.5%	2 1.1%
Price/would look up price/value/compare prices	6 1.6%	4 2.1%	2 1.1%
Other specific information mentions	13 3.5%	9 4.7%	4 2.3%

Table 4: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.51-Q.52 ("Information Sources")

Q.51/Q.52: Information sources	Total	Test ("Sleeper")	Control ("Soothe")
	368	192	176
Need to Compare/Check/Need More Information (Net)	8 2.2%	4 2.1%	4 2.3%
Not enough information/Want/need more information	1 0.3%	0 0.0%	1 0.6%
Want/need to compare with other products	3 0.8%	2 1.0%	1 0.6%
Want/need to check information/do more research/ask others	3 0.8%	1 0.5%	2 1.1%
All other need to compare/check/need more information mentions	1 0.3%	1 0.5%	0 0.0%
General Liking of the Product (Net)	13 3.5%	8 4.2%	5 2.8%
I like/love it	3 0.8%	2 1.0%	1 0.6%
All other general liking of the product mentions	10 2.7%	6 3.1%	4 2.3%
Miscellaneous	23 6.3%	14 7.3%	9 5.1%
Brand/company (unspecified)	7 1.9%	5 2.6%	2 1.1%
Don't know/not sure	3 0.8%	3 1.6%	0 0.0%
All other mentions	13 3.5%	6 3.1%	7 4.0%

Table 5: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.61-Q.62 ("Awareness of Issues")

Q.61/Q.62: Awareness of issue(s)	Total	Test ("Sleeper")	Control ("Soother")
	368	192	176
Danger/Injury/Death (Net)	111 30.2%	51 26.6%	60 34.1%
Babies have been harmed/injured from it/this product	1 0.3%	0 0.0%	1 0.6%
Babies have fallen from it/this product	1 0.3%	0 0.0%	1 0.6%
Babies have suffocated from it/this product	1 0.3%	0 0.0%	1 0.6%
All other danger/injury/death mentions	2 0.5%	1 0.5%	1 0.6%
Sleep/Nap (Net)	1 0.3%	1 0.5%	0 0.0%
Sleep (Subnet)	1 0.3%	1 0.5%	0 0.0%
All other sleep mentions	1 0.3%	1 0.5%	0 0.0%
Safety (Net)	5 1.4%	2 1.0%	3 1.7%
Baby would not be safe/Not safe for baby	1 0.3%	0 0.0%	1 0.6%
Safety/Safety issues (unspecified)	2 0.5%	1 0.5%	1 0.6%
All other safety mentions	2 0.5%	1 0.5%	1 0.6%
Recall (Net)	6 1.6%	4 2.1%	2 1.1%
Recall Due to Danger/Injury/Death (Subnet)	2 0.5%	1 0.5%	1 0.6%
Recalled due to babies suffocating	1 0.3%	1 0.5%	0 0.0%
Recalled due to babies dying	1 0.3%	0 0.0%	1 0.6%
Recall Due to Safety (Subnet)	1 0.3%	1 0.5%	0 0.0%
Recalled due to safety issues	1 0.3%	1 0.5%	0 0.0%

Table 5: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.61-Q.62 ("Awareness of Issues")

Q.61/Q.62: Awareness of issue(s)	Total	Test ("Sleeper")	Control ("Soother")
	368	192	176
Other Recall	3 0.8%	2 1.0%	1 0.6%
There was a recall/It/this product/Rock 'n Play was recalled	1 0.3%	1 0.5%	0 0.0%
Another product/similar product was recalled	1 0.3%	0 0.0%	1 0.6%
All other recall mentions	1 0.3%	1 0.5%	0 0.0%
Negative Product (Net)	24 6.5%	13 6.8%	11 6.3%
Defective/bad/low quality/not a good product	5 1.4%	5 2.6%	0 0.0%
Product expensive/too expensive/dislike price/value	6 1.6%	3 1.6%	3 1.7%
Product not comfortable/soothing	3 0.8%	1 0.5%	2 1.1%
Product breaks/not durable	4 1.1%	1 0.5%	3 1.7%
Product is not environmentally friendly/not sustainable	3 0.8%	1 0.5%	2 1.1%
Issues with material/material is not soft	2 0.5%	1 0.5%	1 0.6%
Product is too small/too tight	2 0.5%	1 0.5%	1 0.6%
All other general negative product mentions	7 1.9%	4 2.1%	3 1.7%
Positive Product (Net)	25 6.8%	10 5.2%	15 8.5%
Good/high quality product	5 1.4%	3 1.6%	2 1.1%
Safe/Safe for baby	2 0.5%	0 0.0%	2 1.1%
Like it/this product	3 0.8%	1 0.5%	2 1.1%
Good product/It's good	2 0.5%	1 0.5%	1 0.6%
Good price/value	4 1.1%	3 1.6%	1 0.6%
Sturdy/durable	2 0.5%	1 0.5%	1 0.6%

Table 5: Percentage of Participants Residing in One of the 12 States Mentioning Each Category to Q.61-Q.62 ("Awareness of Issues")

Q.61/Q.62: Awareness of issue(s)	Total	Test ("Sleeper")	Control ("Soothe")
	368	192	176
Comfortable/comfort	3 0.8%	0 0.0%	3 1.7%
New/different/unique product	3 0.8%	1 0.5%	2 1.1%
Works well/effective/good performance	2 0.5%	1 0.5%	1 0.6%
Good for babies	1 0.3%	0 0.0%	1 0.6%
All other positive product mentions	7 1.9%	3 1.6%	4 2.3%
Issues (Net)	6 1.6%	2 1.0%	4 2.3%
Issue/issues/problems (unspecified)	2 0.5%	0 0.0%	2 1.1%
All other issues mentions	4 1.1%	2 1.0%	2 1.1%
None (Net)	28 7.6%	14 7.3%	14 8.0%
None/nothing/no issues	28 7.6%	14 7.3%	14 8.0%
Miscellaneous	24 6.5%	10 5.2%	14 8.0%
Don't know/not sure	2 0.5%	1 0.5%	1 0.6%
Positive brand mentions: good/great brand, trusted brand	4 1.1%	2 1.0%	2 1.1%
Method of receiving information (social media, online ads, in store, etc.)	8 2.2%	3 1.6%	5 2.8%
Specific products mentioned only (carriers, cribs, powder, shampoo, etc.)	5 1.4%	1 0.5%	4 2.3%
All other mentions	6 1.6%	3 1.6%	3 1.7%

**EXHIBIT N: THE RAW DATA FOR THE SURVEY (WITH ALL VERBATIM
RESPONSES)**

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
463582174	1	2	47	1	1	1	0	0
463583245	2	3	34	1	1	1	0	0
463583387	2	2	18	1	1	1	0	0
463583601	2	3	33	1	1	1	0	0
463595720	1	3	39	1	1	1	0	0
463609597	1	2	33	1	1	1	0	0
463621109	1	3	36	1	1	1	0	0
463621534	1	3	34	0	1	1	0	0
463636686	1	3	47	1	1	1	0	0
463641728	2	2	10	1	1	1	0	0
463643755	1	2	5	1	1	1	0	0
463648172	2	3	34	1	1	1	0	0
463659160	1	3	10	0	1	1	0	0
463659786	2	3	22	1	1	1	0	0
463717938	1	2	10	1	1	1	0	0
463805698	2	4	24	0	1	0	0	0
463981653	1	2	44	0	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
464019895	1	2	10	1	1	1	0	0
464042139	1	2	5	1	1	1	0	0
464070896	1	2	44	1	1	1	0	0
464071156	2	2	25	1	1	1	0	0
464155312	2	2	44	1	1	1	0	0
464316228	1	2	31	0	1	1	0	0
464444508	2	4	15	0	1	1	0	0
464719477	2	4	5	0	1	1	0	0
464766945	1	3	44	0	1	1	0	0
464778759	2	3	11	0	1	0	0	0
464795078	1	2	7	1	1	1	0	0
464895322	1	2	5	1	1	1	0	0
464912622	1	2	47	0	1	1	0	0
464913506	1	2	10	1	1	1	0	0
464913884	2	2	3	1	1	1	0	0
464915047	2	2	34	0	1	1	0	0
464918531	1	2	36	0	1	1	0	0
465000337	1	3	36	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
465079451	1	3	36	1	1	1	0	0
465116911	2	3	44	1	1	1	0	0
465124347	2	3	1	1	1	1	0	0
465161880	2	3	40	1	1	1	0	0
465252073	2	3	14	1	1	1	0	0
465759656	2	3	44	1	1	1	0	0
465928995	2	2	1	1	1	1	0	0
465930790	1	2	10	1	1	1	0	0
466298930	1	2	26	1	1	1	0	0
466300917	2	2	3	0	1	1	0	0
466301785	1	2	26	1	1	1	0	0
466507460	1	3	33	1	1	1	0	0
466576179	2	2	33	1	1	1	0	0
466643434	1	3	11	1	1	1	0	0
466724867	2	2	5	1	1	1	0	0
466813990	2	2	5	1	1	1	0	0
466817939	2	2	34	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
466844210	1	2	10	1	1	1	0	0
466983053	2	2	36	1	1	1	0	0
52	2	2	11	1	1	1	0	0
57	1	3	50	1	1	1	0	0
65	1	2	5	1	1	1	0	0
75	2	3	23	1	1	1	0	0
97	1	2	6	1	1	1	0	0
98	1	3	8	1	1	1	0	0
142	1	3	1	0	1	1	0	0
349	2	2	14	1	1	1	0	0
355	2	2	34	1	1	0	0	0
383	1	3	14	1	1	1	0	0
397	1	3	47	1	1	1	0	0
434	2	3	22	1	1	1	0	0
444	1	2	7	1	1	1	0	0
454	2	4	10	0	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
465	1	3	23	1	1	0	0	0
480	2	2	34	1	1	1	0	0
481	2	3	44	1	1	1	0	0
559	2	3	1	1	1	1	0	0
576	2	3	25	1	1	1	0	0
580	1	2	39	1	1	1	0	0
610	1	4	44	1	1	1	0	0
616	1	3	5	1	1	1	0	0
643	1	2	45	1	1	1	0	0
645	1	3	19	1	1	1	0	0
661	2	2	10	1	1	1	0	0
690	1	3	5	1	1	1	0	0
826	1	2	26	1	1	1	0	0
895	2	2	41	1	1	1	0	0
1123	2	3	19	1	1	1	0	0
1573	1	3	44	1	1	1	0	0
1584	2	2	10	0	1	0	0	0
1595	2	3	26	0	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
1634	2	4	14	1	1	1	0	0
1637	2	3	3	1	1	1	0	0
1662	1	3	14	1	1	1	0	0
1664	1	3	45	1	1	1	0	0
1673	1	2	44	1	1	1	0	0
1681	2	2	10	1	1	1	0	0
1687	1	2	16	1	1	1	0	0
1754	1	3	10	0	1	1	0	0
1765	2	3	34	1	1	1	0	0
1886	1	2	45	1	1	1	0	0
1906	2	2	3	1	1	1	0	0
1937	2	2	33	1	1	1	0	0
1952	1	3	10	1	1	1	0	0
1959	1	4	31	1	1	1	0	0
1974	1	3	5	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
1977	1	3	33	1	1	1	0	0
2008	2	2	15	1	1	1	0	0
2049	1	3	10	1	1	1	0	0
2056	1	3	10	1	1	1	0	0
2063	2	3	33	0	1	1	0	0
2081	2	4	31	1	1	1	0	0
2311	2	3	33	1	1	1	0	0
2332	1	2	39	1	1	1	0	0
2349	1	2	5	1	1	1	0	0
2365	1	3	23	1	1	1	0	0
2509	1	4	31	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
2692	2	2	22	1	1	1	0	0
2699	1	2	14	1	1	1	0	0
2774	1	3	14	1	1	1	0	0
2834	1	2	5	1	1	1	0	0
2839	2	3	48	1	1	0	0	0
2856	1	3	23	1	1	1	0	0
2938	2	3	38	1	1	1	0	0
2939	2	2	5	1	1	1	0	0
3273	2	3	33	1	1	1	0	0
3534	1	2	5	1	1	1	0	0
3603	1	4	31	1	1	1	0	0
4126	1	3	31	1	1	1	0	0
4195	1	3	23	0	1	1	0	0
4291	1	3	14	1	1	1	0	0
4329	1	3	5	0	1	1	0	0
4390	1	3	5	1	1	1	0	0
4591	1	2	33	1	1	1	0	0
4599	2	2	14	1	1	1	0	0
4689	1	2	14	0	1	1	0	0
4954	1	4	29	0	1	0	0	0
5137	2	3	39	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
5143	2	2	26	1	1	1	0	0
5257	2	3	16	1	1	1	0	0
5267	1	2	26	1	1	1	0	0
5270	1	3	28	1	1	1	0	0
5302	1	3	14	1	1	1	0	0
5328	2	3	33	1	1	1	0	0
5351	2	2	36	1	1	1	0	0
5360	2	3	5	1	1	1	0	0
5376	2	2	22	1	1	1	0	0
5512	2	2	33	1	1	1	0	0
5648	2	2	5	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
5650	1	3	24	1	1	1	0	0
5668	2	4	24	0	1	1	0	0
5673	1	4	7	1	1	1	0	0
5908	2	4	48	1	1	1	0	0
6403	2	2	29	1	1	1	0	0
6701	2	4	45	0	1	1	0	0
6970	2	4	5	1	1	1	0	0
7228	1	3	5	1	1	1	0	0
7304	1	3	33	1	1	1	0	0
7534	2	2	23	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
7567	1	2	15	0	1	1	0	0
8053	1	3	47	1	1	1	0	0
8087	2	3	33	1	1	1	0	0
8214	1	3	42	1	1	1	0	0
8238	2	4	22	0	1	0	0	0
8244	1	2	6	0	1	1	0	0
8252	1	2	33	1	1	1	0	0
8267	1	3	47	1	1	1	0	0
8454	1	4	34	0	1	1	0	0
8471	1	3	44	1	1	1	0	0
8474	1	3	44	1	1	1	0	0
8668	1	4	43	0	1	1	0	0
9307	1	3	10	0	1	1	0	0
9343	1	2	44	1	1	1	0	0
9359	2	2	18	0	1	1	0	0
9407	2	2	19	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
9968	2	2	10	1	1	1	0	0
9984	1	2	11	1	1	1	0	0
10339	1	3	10	1	1	1	0	0
10342	1	2	21	0	1	1	0	0
10345	1	3	10	1	1	1	0	0
10361	1	3	19	1	1	1	0	0
10522	1	2	5	1	1	1	0	0
10527	1	2	34	1	1	1	0	0
10891	1	3	10	1	1	1	0	0
10935	2	2	11	1	1	1	0	0
10994	2	3	49	1	1	1	0	0
11011	1	2	5	1	1	1	0	0
11019	1	4	37	1	1	1	0	0
11030	1	3	44	0	1	0	0	0
11093	2	2	4	1	1	1	0	0
11097	2	2	44	0	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
11226	2	3	10	0	1	1	0	0
11251	2	2	1	1	1	1	0	0
11270	2	3	10	1	1	1	0	0
11288	2	2	44	1	1	1	0	0
11290	1	2	34	1	1	1	0	0
11405	2	3	41	0	1	0	0	0
11420	2	3	44	1	1	1	0	0
11519	2	2	15	1	1	1	0	0
11560	1	2	10	0	1	1	0	0
11563	1	2	50	1	1	1	0	0
11585	2	3	10	1	1	1	0	0
11590	1	2	44	1	1	1	0	0
11604	1	2	37	1	1	1	0	0
11614	2	3	23	1	1	1	0	0
11656	1	2	44	1	1	1	0	0
11660	2	2	36	1	1	1	0	0
11683	1	2	5	0	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
11947	2	2	50	1	1	1	0	0
13734	1	3	44	1	1	1	0	0
13735	1	3	10	1	1	1	0	0
13895	2	3	5	1	1	1	0	0
14469	1	4	6	0	1	1	0	0
14514	2	3	14	1	1	1	0	0
14553	1	3	38	1	1	1	0	0
14585	1	2	24	1	1	0	0	0
14752	1	4	26	1	1	0	0	0
15054	1	2	5	1	1	1	0	0
15081	2	3	10	1	1	1	0	0
15099	1	3	3	1	1	1	0	0
15224	1	3	10	1	1	1	0	0
15265	1	2	50	1	1	1	0	0
15289	1	2	17	1	1	1	0	0
15318	1	2	44	1	1	1	0	0
15610	1	3	19	1	1	1	0	0
15677	2	3	1	0	1	0	0	0
15941	1	2	10	1	1	1	0	0
16006	1	3	48	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
16138	2	3	21	1	1	1	0	0
16667	1	2	5	1	1	1	0	0
17887	2	4	34	1	1	1	0	0
17987	1	3	47	1	1	1	0	0
18000	2	3	14	1	1	1	0	0
18017	2	3	33	1	1	1	0	0
18040	1	3	5	1	1	0	0	0
18041	1	3	22	1	1	1	0	0
18057	2	4	29	1	1	1	0	0
18078	1	3	14	1	1	1	0	0
18110	1	3	47	0	1	1	0	0
18114	1	3	33	1	1	0	0	0
18252	2	2	7	1	1	1	0	0
18257	1	3	48	0	1	1	0	0
18283	1	3	14	1	1	1	0	0
18549	1	3	23	1	1	1	0	0
18779	1	2	33	1	1	1	0	0
18821	1	2	33	1	1	1	0	0
18851	2	3	33	1	1	1	0	0
18889	1	3	36	0	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
18911	2	3	33	1	1	1	0	0
19381	2	2	47	0	1	0	0	0
19416	1	4	36	1	1	1	0	0
19442	1	3	39	1	1	1	0	0
19468	2	3	10	0	1	0	0	0
19481	1	3	11	1	1	1	0	0
19491	2	2	25	1	1	1	0	0
19636	1	2	10	1	1	1	0	0
19768	2	2	28	1	1	1	0	0
19903	2	3	20	1	1	1	0	0
19904	1	2	33	1	1	1	0	0
19951	1	3	36	1	1	1	0	0
20859	1	3	5	1	1	1	0	0
20931	2	3	10	1	1	1	0	0
21022	1	3	14	1	1	1	0	0
21088	1	2	44	1	1	1	0	0
21123	2	2	10	1	1	1	0	0
21156	2	2	26	0	1	0	0	0
21224	1	2	5	1	1	1	0	0
21237	1	2	47	0	1	1	0	0
21320	1	2	44	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
21595	1	4	33	1	1	1	0	0
21598	2	3	45	1	1	1	0	0
21616	2	2	33	1	1	1	0	0
21649	1	2	5	1	1	1	0	0
21721	1	2	48	1	1	1	0	0
21815	1	3	33	1	1	1	0	0
21900	1	2	6	1	1	1	0	0
21915	2	2	33	1	1	1	0	0
21924	1	3	14	1	1	1	0	0
21929	2	2	33	0	1	0	0	0
21935	2	2	33	0	1	1	0	0
21947	1	3	3	0	1	0	0	0
21956	2	2	36	1	1	1	0	0
21976	2	2	33	1	1	1	0	0
21991	2	2	7	1	1	1	0	0
22017	1	3	33	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
22079	1	3	33	1	1	1	0	0
22150	1	3	33	1	1	1	0	0
22161	1	3	3	1	1	1	0	0
22288	2	2	20	1	1	1	0	0
22314	1	2	5	1	1	1	0	0
22320	2	2	33	1	1	1	0	0
22336	2	2	35	1	1	1	0	0
22342	1	3	33	1	1	1	0	0
22353	2	2	5	1	1	1	0	0
22384	2	4	23	1	1	1	0	0
22442	1	2	5	0	1	1	0	0
22626	1	3	33	1	1	0	0	0
22639	1	3	33	1	1	1	0	0
22642	1	3	15	1	1	0	0	0
22643	2	2	5	1	1	1	0	0
22671	1	3	33	1	1	1	0	0
22699	1	3	48	1	1	1	0	0
22740	1	3	5	1	1	1	0	0
22817	1	3	5	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
22827	2	3	36	1	1	1	0	0
22840	1	3	15	1	1	1	0	0
22871	1	2	11	1	1	1	0	0
22908	2	3	44	1	1	1	0	0
22938	1	3	23	0	1	1	0	0
22996	1	3	31	0	1	1	0	0
23021	2	3	48	1	1	0	0	0
23030	1	3	48	1	1	1	0	0
23381	2	2	10	1	1	1	0	0
23382	2	3	7	0	1	1	0	0
23396	1	3	11	1	1	1	0	0
23412	2	3	4	1	1	1	0	0
23632	2	4	10	0	1	1	0	0
23638	1	2	10	0	1	1	0	0
23644	1	2	44	1	1	1	0	0
23896	2	2	11	1	1	1	0	0
23911	1	3	14	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
23929	1	3	10	1	1	1	0	0
23932	1	3	34	1	1	1	0	0
23938	1	3	10	1	1	1	0	0
23967	2	2	44	1	1	1	0	0
23978	2	3	10	1	1	1	0	0
23981	1	2	10	1	1	1	0	0
24003	1	4	5	1	1	1	0	0
24009	1	3	11	1	1	1	0	0
24021	1	4	11	1	1	1	0	0
24031	1	2	44	1	1	1	0	0
24042	2	2	8	1	1	1	0	0
24045	1	3	5	1	1	1	0	0
24057	1	3	36	1	1	1	0	0
24072	1	3	47	1	1	1	0	0
24093	1	3	10	1	1	1	0	0
24102	1	2	33	1	1	1	0	0
24105	1	3	10	1	1	1	0	0
24110	1	3	14	1	1	1	0	0
24118	1	3	33	0	1	1	0	0
24132	1	3	3	1	1	1	0	0
24154	1	3	5	0	1	1	0	0
24368	2	2	44	1	1	1	0	0
24407	2	3	41	1	1	1	0	0
24429	2	4	28	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
24443	2	2	34	1	1	0	0	0
24470	2	3	36	0	1	1	0	0
24525	2	3	5	1	1	1	0	0
24546	2	4	1	1	1	1	0	0
24805	1	2	50	1	1	1	0	0
24830	1	2	10	1	1	1	0	0
25143	1	3	5	0	1	0	0	0
25294	1	2	47	1	1	1	0	0
25347	2	2	48	1	1	1	0	0
25390	2	3	44	1	1	1	0	0
25414	2	2	34	1	1	1	0	0
25421	2	3	48	1	1	1	0	0
25448	2	2	11	0	1	0	0	0
25550	2	2	44	0	1	1	0	0
25591	2	3	47	1	1	1	0	0
25708	2	3	44	1	1	1	0	0
26349	2	3	13	1	1	1	0	0

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
463582174	0	1	1	0	0	4	
463583245	1	1	1	0	0		4
463583387	1	1	1	0	0		5
463583601	1	1	1	0	0	5	
463595720	1	1	1	0	0	5	
463609597	1	1	1	0	0	5	
463621109	1	1	1	0	0		4
463621534	0	1	1	0	0	3	
463636686	0	1	1	0	0		5
463641728	1	1	1	0	0		5
463643755	1	1	1	0	0	5	
463648172	1	1	1	0	0		4
463659160	0	1	0	0	0		5
463659786	1	1	1	0	0	5	
463717938	1	1	1	0	0		5
463805698	0	1	0	0	0	2	
463981653	0	1	1	0	0	5	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
464019895	1	1	1	0	0	5	
464042139	1	1	1	0	0	5	
464070896	1	1	1	0	0	3	
464071156	1	1	1	0	0		5
464155312	1	1	1	0	0		4
464316228	1	1	1	0	0		3
464444508	0	1	1	0	0	1	
464719477	1	1	1	0	0	4	
464766945	0	1	1	0	0		4
464778759	0	1	1	0	0		4
464795078	1	1	1	0	0		4
464895322	1	1	1	0	0	5	
464912622	1	1	1	0	0		3
464913506	1	1	1	0	0		5
464913884	1	1	1	0	0		4
464915047	1	1	0	0	0		4
464918531	0	1	1	0	0		4
465000337	1	1	1	0	0		5

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
465079451	1	1	1	0	0	5	
465116911	1	1	1	0	0		5
465124347	1	1	1	0	0		5
465161880	1	1	1	0	0	5	
465252073	1	1	1	0	0		4
465759656	1	1	1	0	0	5	
465928995	1	1	1	0	0	5	
465930790	1	1	1	0	0	4	
466298930	1	1	1	0	0	4	
466300917	1	1	1	0	0	4	
466301785	1	1	1	0	0	5	
466507460	0	1	1	0	0	5	
466576179	1	1	1	0	0	5	
466643434	1	1	1	0	0		5
466724867	1	1	1	0	0	5	
466813990	1	1	1	0	0	5	
466817939	1	1	1	0	0		5

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
466844210	1	1	1	0	0		4
466983053	1	1	1	0	0		5
52	1	1	1	0	0	5	
57	1	1	1	0	0		4
65	1	1	1	0	0	5	
75	1	1	1	0	0		5
97	1	1	1	0	0		4
98	1	1	1	0	0	4	
142	0	1	0	0	0	5	
349	0	1	1	0	0		4
355	1	1	0	0	0	5	
383	1	1	1	0	0		5
397	1	1	1	0	0	5	
434	1	1	1	0	0	5	
444	1	1	1	0	0	5	
454	1	1	1	0	0	4	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
465	1	1	1	0	0		3
480	1	1	1	0	0	5	
481	1	1	1	0	0	5	
559	1	1	1	0	0	5	
576	1	1	1	0	0		5
580	1	1	1	0	0	5	
610	1	1	1	0	0	5	
616	1	1	1	0	0		5
643	1	1	1	0	0	5	
645	1	1	1	0	0	5	
661	1	1	1	0	0		5
690	1	1	1	0	0		5
826	1	1	1	0	0		5
895	1	1	1	0	0		4
1123	1	1	1	0	0	5	
1573	0	1	1	0	0		4
1584	1	1	1	0	0	5	
1595	1	1	1	0	0		5

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
1634	1	1	1	0	0		5
1637	1	1	1	0	0		5
1662	1	1	1	0	0		5
1664	1	1	1	0	0	5	
1673	1	1	1	0	0		5
1681	1	1	1	0	0		5
1687	1	1	1	0	0		4
1754	1	1	1	0	0	3	
1765	1	1	1	0	0	5	
1886	0	1	1	0	0	5	
1906	1	1	1	0	0		4
1937	1	1	1	0	0	5	
1952	1	1	1	0	0		4
1959	1	1	1	0	0	5	
1974	0	1	0	0	0	5	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
1977	1	1	1	0	0		5
2008	1	1	1	0	0	5	
2049	1	1	1	0	0		5
2056	1	1	1	0	0		5
2063	1	1	1	0	0	5	
2081	1	1	1	0	0		4
2311	1	1	1	0	0	1	
2332	1	1	1	0	0	4	
2349	1	1	1	0	0		5
2365	1	1	0	0	0	4	
2509	1	1	1	0	0	4	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
2692	1	1	1	0	0	5	
2699	1	1	1	0	0	5	
2774	1	1	1	0	0		5
2834	1	1	1	0	0	5	
2839	0	1	1	0	0		4
2856	1	1	1	0	0		5
2938	1	1	1	0	0		5
2939	0	1	0	0	0	4	
3273	1	1	1	0	0	4	
3534	1	1	1	0	0	5	
3603	1	1	1	0	0		4
4126	1	1	1	0	0		5
4195	1	1	1	0	0		5
4291	1	1	1	0	0		5
4329	1	1	0	0	0	5	
4390	1	1	0	0	0		5
4591	1	1	1	0	0		5
4599	1	1	1	0	0	5	
4689	1	1	1	0	0	5	
4954	0	1	1	0	0		4
5137	1	1	1	0	0	4	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
5143	1	1	1	0	0	5	
5257	1	1	1	0	0		4
5267	1	1	1	0	0		3
5270	1	1	1	0	0		4
5302	1	1	1	0	0		5
5328	1	1	1	0	0	3	
5351	1	1	1	0	0		4
5360	1	1	1	0	0	5	
5376	1	1	1	0	0		1
5512	1	1	1	0	0	5	
5648	1	1	1	0	0		4

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
5650	1	1	1	0	0	5	
5668	1	1	0	0	0		4
5673	1	1	1	0	0		4
5908	1	1	1	0	0	5	
6403	1	1	1	0	0	5	
6701	1	1	1	0	0	5	
6970	1	1	1	0	0	5	
7228	1	1	1	0	0	5	
7304	1	1	1	0	0		1
7534	1	1	1	0	0	4	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
7567	1	1	1	0	0	4	
8053	1	1	1	0	0	5	
8087	1	1	1	0	0	5	
8214	1	1	1	0	0		5
8238	1	1	1	0	0		4
8244	0	1	0	0	0	4	
8252	1	1	1	0	0		4
8267	1	1	1	0	0	3	
8454	1	1	1	0	0	3	
8471	1	1	1	0	0		5
8474	1	1	1	0	0		5
8668	1	1	1	0	0		4
9307	0	1	1	0	0		4
9343	1	1	1	0	0	5	
9359	0	1	1	0	0	5	
9407	1	1	1	0	0	5	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
9968	1	1	1	0	0	5	
9984	1	1	1	0	0	4	
10339	1	1	1	0	0		4
10342	1	1	1	0	0		4
10345	1	1	1	0	0	5	
10361	1	1	1	0	0	5	
10522	1	1	1	0	0		5
10527	1	1	1	0	0		4
10891	1	1	0	0	0		5
10935	1	1	1	0	0	5	
10994	1	1	1	0	0		4
11011	1	1	1	0	0		5
11019	1	1	1	0	0		4
11030	0	1	1	0	0	5	
11093	1	1	1	0	0		5
11097	1	1	1	0	0	5	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
11226	0	1	1	0	0	5	
11251	1	1	1	0	0	5	
11270	1	1	1	0	0	4	
11288	1	1	1	0	0	5	
11290	1	1	1	0	0		5
11405	1	1	1	0	0	4	
11420	1	1	1	0	0	4	
11519	1	1	1	0	0		5
11560	0	1	1	0	0		2
11563	1	1	1	0	0	3	
11585	1	1	1	0	0		4
11590	1	1	1	0	0		2
11604	1	1	1	0	0		5
11614	1	1	1	0	0	5	
11656	1	1	1	0	0	5	
11660	1	1	1	0	0	4	
11683	1	1	1	0	0	5	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
11947	1	1	1	0	0		2
13734	1	1	1	0	0	5	
13735	1	1	1	0	0		4
13895	1	1	1	0	0	5	
14469	1	1	1	0	0	4	
14514	1	1	1	0	0	5	
14553	1	1	1	0	0	5	
14585	1	1	1	0	0	4	
14752	1	1	0	0	0	4	
15054	1	1	1	0	0		4
15081	1	1	1	0	0	5	
15099	1	1	1	0	0		0
15224	1	1	1	0	0		5
15265	1	1	1	0	0	4	
15289	1	1	1	0	0	4	
15318	1	1	1	0	0	4	
15610	1	1	1	0	0	5	
15677	1	1	1	0	0		5
15941	1	1	1	0	0		5
16006	1	1	1	0	0	4	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
16138	1	1	0	0	0	5	
16667	1	1	1	0	0	5	
17887	1	1	1	0	0	4	
17987	1	1	1	0	0		2
18000	1	1	1	0	0		4
18017	1	1	1	0	0	5	
18040	1	1	1	0	0	4	
18041	1	1	1	0	0	5	
18057	1	1	1	0	0	5	
18078	1	1	1	0	0		5
18110	0	1	0	0	0		5
18114	1	1	1	0	0	5	
18252	1	1	1	0	0	5	
18257	1	1	1	0	0		5
18283	1	1	1	0	0	5	
18549	1	1	1	0	0	5	
18779	1	1	1	0	0		4
18821	1	1	1	0	0	5	
18851	1	1	1	0	0	5	
18889	0	1	1	0	0		5

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
18911	1	1	1	0	0		4
19381	1	1	1	0	0		4
19416	1	1	1	0	0		5
19442	1	1	1	0	0	4	
19468	1	1	1	0	0		4
19481	1	1	1	0	0	5	
19491	0	1	1	0	0	5	
19636	1	1	1	0	0		4
19768	1	1	1	0	0	1	
19903	1	1	1	0	0		5
19904	1	1	1	0	0		4
19951	1	1	1	0	0		5
20859	1	1	1	0	0	4	
20931	1	1	1	0	0		5
21022	1	1	1	0	0	5	
21088	1	1	1	0	0	5	
21123	1	1	1	0	0	4	
21156	1	1	1	0	0	3	
21224	1	1	1	0	0	5	
21237	1	1	1	0	0	5	
21320	1	1	0	0	0		5

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
21595	1	1	1	0	0		4
21598	1	1	1	0	0		4
21616	1	1	1	0	0	5	
21649	1	1	1	0	0	4	
21721	1	1	1	0	0	5	
21815	1	1	1	0	0	5	
21900	1	1	0	0	0	5	
21915	1	1	1	0	0		5
21924	1	1	1	0	0		5
21929	1	1	1	0	0		3
21935	1	1	1	0	0	2	
21947	0	1	1	0	0		4
21956	1	1	1	0	0	5	
21976	0	1	1	0	0		5
21991	1	1	1	0	0		5
22017	1	1	1	0	0		5

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
22079	1	1	1	0	0		5
22150	1	1	1	0	0	5	
22161	1	1	1	0	0		4
22288	1	1	1	0	0	4	
22314	1	1	1	0	0		4
22320	1	1	1	0	0		5
22336	1	1	1	0	0		5
22342	1	1	1	0	0	5	
22353	1	1	1	0	0		4
22384	0	1	1	0	0		1
22442	1	1	1	0	0	5	
22626	1	1	1	0	0	5	
22639	1	1	1	0	0		5
22642	1	1	1	0	0		5
22643	1	1	1	0	0		5
22671	1	1	1	0	0	5	
22699	1	1	1	0	0	5	
22740	1	1	1	0	0	5	
22817	1	1	1	0	0		5

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
22827	1	1	1	0	0	4	
22840	1	1	1	0	0		5
22871	1	1	1	0	0		4
22908	1	1	1	0	0	4	
22938	1	1	1	0	0	5	
22996	1	1	1	0	0	4	
23021	0	1	0	0	0	5	
23030	1	1	1	0	0		4
23381	1	1	1	0	0		5
23382	1	1	1	0	0	5	
23396	1	1	1	0	0	4	
23412	1	1	1	0	0	4	
23632	1	1	1	0	0		3
23638	1	1	1	0	0		5
23644	1	1	1	0	0		5
23896	1	1	1	0	0		4
23911	1	1	1	0	0	5	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
23929	1	1	1	0	0	5	
23932	1	1	1	0	0		4
23938	1	1	1	0	0	5	
23967	1	1	1	0	0		5
23978	1	1	1	0	0	5	
23981	1	1	1	0	0		5
24003	1	1	1	0	0		4
24009	1	1	1	0	0	5	
24021	1	1	1	0	0		3
24031	1	1	1	0	0	4	
24042	1	1	1	0	0		5
24045	0	1	1	0	0	5	
24057	0	1	1	0	0		5
24072	1	1	1	0	0	5	
24093	1	1	1	0	0		5
24102	1	1	1	0	0	5	
24105	1	1	1	0	0		5
24110	1	1	1	0	0	5	
24118	1	1	1	0	0		5
24132	1	1	1	0	0	5	
24154	0	1	1	0	0	5	
24368	1	1	1	0	0		5
24407	1	1	1	0	0		4
24429	1	1	1	0	0	4	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
24443	1	1	1	0	0		4
24470	1	1	1	0	0		5
24525	1	1	1	0	0		5
24546	1	1	1	0	0	4	
24805	1	1	1	0	0		5
24830	1	1	1	0	0	4	
25143	0	1	1	0	0	4	
25294	1	1	1	0	0	5	
25347	1	1	1	0	0	4	
25390	1	1	1	0	0	5	
25414	1	1	1	0	0		4
25421	1	1	1	0	0		5
25448	1	1	1	0	0	5	
25550	1	1	1	0	0		5
25591	1	1	1	0	0		1
25708	1	1	1	0	0		5
26349	1	1	1	0	0	5	

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463582174	would keep them snug like a bug	good for the baby	3			
463583245	If the cost reflects the quality of the product I would consider purchase. It looks soft but not too soft to cause smother issues, it seems easy to clean and move around	none		1	friends with babies, and youtube reviews	family or the pediatrician
463583387	Its cute and it looks like it would keep the baby safe and comfortable over a good deal as well	none that I can think of		1	probably do a google search and visit the site	probably go to some review sites and check out what customers think of it
463583601	I like the brand and its safe for babies	i like the product	1		amazon google	internet
463595720	this best baby crib and help the child to sleep happily in this crib, it come oscillation feature so i will surely buy this	none	1		baby's us , target , walmart ,	i cannot recollect i will search online google
463609597	Because It is a great product	It is so good and I like the brand	1		My family	My friend
463621109	It looks like a great way to make baby comfortable	I trust the brand		3		
463621534	We already have something very similar. We have also been told that babies aren't to sleep in that position. It's not good for them to do so.		1		I would like to know if it's safe to sleep in. Our doctor told us that our boys need to sleep on their backs and need to be swaddled.	
463636686	This product quality is very good.	This product is very good.		1	This product service is very good.	online
463641728	none	no comments		2		
463643755	i would buy this product because it seems like a good product to buy for a child.	not sure any other reasons	1		i would search on google	not sure
463648172	its a great thing	I think that it is great		1	i have no idea	i have no idea
463659160	I like the features in the product it will be good for the baby	it looks good and comfortable		1	the information would be valuable	there are similarities and other facts like seating and the food section
463659786	It is very useful for parents	It seems safe for the baby	1		online and amazon	Amazon is the best way
463717938	Huggies are organic	i'm a fan of huggies		1	Online like a search engine	Google.com
463805698	Mainly because I already have a different product that I would like to buy and I'm not sure this product is safe.	No, I can't think of another reason.	3			
463981653	It is very beautiful in look	there are many reasons but one of them is the comfortable	1		google	amazon

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464019895	It is a quality product	It is a ergonomic, it adapts to the baby's needs	1		Amazon, Lucky Panda Kids	H&M, Gap
464042139	I like the brand and features of it	none	1		google	retail
464070896	I am content with what I already buy, but would be open to it if my preference was not available.	That was the only reason I have.	2			
464071156	I like the color and design.	I like the brand.		1	I would go to the fisher price website.	I would look at reviews on Amazon.
464155312	seems to be an innovative ideology ha been developed			1	online review channels	
464316228	Fisher Price had a recall on a similar product that I had not too long ago. Do not know if this product is safe	None		1	Google search	Manufacturer
464444508	It seems like it would be too easy to knock over especially if their were other children in the house. I do not like the headrest. Could cause suffocation	no	1		I would try to find the website that sells these types of baby items and look for reviews	If the above websites didn't have enough information I would go to the manufacturer's website.
464719477	This looks like a wonderful product	It is made by fisher price	1		Online to find out which are in the top 5	Baby's are us
464766945	The product looks very good.	I like the brand.		1	On the package of the product.	A sales person.
464778759	it appears to be a good product for a baby	no		1	google	i would ask my mother for advice
464795078	na	na		1	google	
464895322	name brand fisher	move	1		revist	soial
464912622	It looks like a nice product, but i would need to know how much it costs and compare it to similar products.	It may be more or less expensive than a similar product.		1	online reviews, friends who have bought similar products.	Consumer Reports
464913506	This product is very unique.Its uniqueness.	Not sure		1	not sure	I dont know what to say.
464913884	Seems like it would be good for my baby. I guess I didn't say definitely because I don't know how they will react to the vibrations	None		1	I would google and see what came up there	Blogs, Baby stores, Reviews
464915047	It looks like a great item to buy for a baby and it made by a brand I trust	I like the image on the box		1	Friends and family who have kids	Google search
464918531	It seems to be beneficial for the baby	no		1	google	
465000337	I like it a lot.	It looks good.		1	Facebook.	Friends.

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465079451	its very convenient and looks comfortable for my baby	its fisher price	1		i would google it	the fisher prices website
465116911	it is perfect for the baby	it looks amazing		1	the store website, google search	walmart.com, amazon.com
465124347	multiple uses. Love the rock and sleep feature. The puppy is adorable	no. Love it!		1	go to google and look at reviews	baby forums
465161880	its a trusted brand i need this	i like the reclining position	1		babie recalls	walmart
465252073	the quality of the product and the particular brand	it is necessary for my son		1	online sites for parents	online review
465759656	it is comfortable for baby to sleep well in cozy incliner and for mother tooo ,she can also relax well besides this to keep an eye on him.	good for baby sound sleep and mother rest so she can better take care of him	1		online, and products manufacture's website.	
465928995	I think it looks like something i would for sure be interested in and could find useful for my baby	I love how nice it looks	1		I think its a good product	I like the overall look of it
465930790	because it is a very safe an useful product to take care of my baby	it is a product that i can take anywhere	1		in a virtual store called amazon	walmart.com
466298930	Important, useful	none	1		online	amazon, walmart
466300917	It looks useful and comfortable. i would still research more though but looks like a product I might buy	No	1		I would get information from friends and family, from online reviews, from my doctor as well as those who have kids and experience more than me	
466301785	I think it will give the baby the most comfortable sleep.	I can keep a closer eye on the baby.	1		I would get information from catalogs and parenting magazines and blogs.	Parenting magazines. Parenting blogs.
466507460	The Fisher Price brand product are very much suitable for the babies.	It have good market value.	1		I found from Online review.	Facebook, Podcast
466576179	the soft plush fabrics and the vibrations would help baby get a great rest or sleep so its very appealign for those reasons	the brand names is popular and safe and well known so that reason as well thanks	1		google and read reviews or a website like amazon or walmart to see what other mamas think	none i can think of at this time
466643434	so good too much .	well brand for us.		1	Some if has been done.	through online
466724867	because it would provide baby with a comfortable area to sleep in.	because it seems high quality and well designed.	1		youtube and amazon review	IG and retail websites.
466813990	it looks soft and nice	it is from fisher price	1		the website of the manufacturer	product reviews
466817939	This product is high quality, this product seems very comfortable and that babies would love.	This is a product that is very useful and comfortable.		1	I typically search online for information about baby products.	I typically search reviews and tips from other moms.

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466844210	Because my Baby can sleep more comfortable	No one more		1	Web retailers like Walmart or Amazon	Google search engine
466983053	I like the fact it can be folded and tucked away when not in use & it has extra padding/plush materials	maybe if it was way too out of my price range		1	my go to is Amazon ..i like to read the reviews from actual customers before i buy the product	Youtube has good unboxing videos & walmart's product reviews are reliable
52	it looks great	love it	1		google	i love searching on google
57	I think it's a good quality product	experience of the brands		1	on google or the official product page	personally in stores
65	The product looks incredibly high quality and seems to offer a lot of the features that I look for when shopping for products like these	Yes, the product seems like it'd be incredibly comfortable for my step family's babies	1		Google	From any review site
75	I LIKE THAT BABY CAN SLEEP IN IT ALL NIGHT AND IT ROCKS	IT LOOKS NICE AND SOFT		1	AMAZON OR GOOGLE, MAYBE FB	ONLY FROM THE ABOVE THREE
97	Because this product is very friendly to babies, there will be no allergic state			1	I often visit maternal and child stores online or search related products from facebook	
98	the description and brand for product is good	is better and important for my baby	1		amazon and google	google is important for information
142	This products are very useful.I use it and also need to buy it	itvis very easy to use	1		from online, Facebook	telivison
349	It looks like it would be a comfortable, safe place for the baby to take a nap.	I can't think of any reason not to buy it.		1	From online articles, and product reviews.	Those would be my primary sources. Maybe also family members?
355	i loved the way it looked.		1		the site	
383	it would be very useful and is innovative	no reason at all		1	online search engines and in-store	NA
397	I like that it packs down conveniently to a small size as well as having the added feature of vibration to ease my child to sleep.	I find the Fischer Price brand makes innovative and quality products	1		I would do a google search as well as talk to friends and family and ask their opinions of it as well as user ratings online	Amazon to look at reviews. Mother/Father baby blogs. Social media opinions.
434	I like the product	It is useful	1		Google search	Internet
444	The softness of the cradle would make any baby comfortable!	Sweet way for the baby to be comfortable	1		To see if it's safe for the baby to use	Make sure it's as soft as possible.
454	like that it vibrates so that it would help the baby sleep	no	1		reviews from parents who have purchased or other baby sources of reviews	online sources blogs, organizations american pediatric assoc.

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465	My sister is due any time now and I do plan on buying stuff for my new niece, I am just unsure if she will need this. If she does, it looks like a great product and I would for sure buy it for her.	no		3		
480	This product seems comfortable and soothing for my child.	This is a product from a brand I trust.	1		I look online at mom blog reviews.	Online social media reviews.
481	i like the fisher price brand and i like the product	no other reasons	1		general google search or amazon	no other sources
559	the baby sleeps reclined. the bear insert washable	safe for baby	1		fisher price	google, mom forums
576	i like that it looks comfortable and helps the baby to be entertained	it looks like it will help keep a child quiet		1	youtube word of mouth	baby books
580	Because Of The Comfortability Of My Baby	None	1		Target	Amazon.com
610	Premium quality brand with features that fits my needs! Doesn't take too much space. Ability to adjust!	Provides a safe relaxing and comfortable place for my infants!	1		On line search. Google.	Walmart. Babies r us. Target Bye Bye Baby
616	It's all just fine with me yo.	Not too sure really overall.		1	Not too sure really overall.	None that I can think of.
643	it is very unique and innovative, very comfort	I liked so much for my baby	1		amazon	google search
645	I use the product for my baby	I like their product	1		I know about the product from internet and social midea	
661	It is a great sir, the baby can sleep well, the noise	the brand reputation		1	review another customers	the website of the brand
690	this products make me expensive	because this product is so unique		1	i trying to walmart	other source is target
826	It has a vibrartion option, and I know babies go right to sleep like that.	Fisher Price is a really good and wall known company to buy products from		3		
895	good value	no		1	Amazon google	Baby articles
1123	It would be something I would love to use to help my baby rest and take a nap	is soothing and sturdy	1		fisher price website	store website
1573	it looks like a very comfy baby product for my kid	not really that would be the one		1	not really	google and some amazon products search
1584	something close to what is needed	if its too expensive for my pockets	1		google.com	friends and family
1595	Because I like how it looks and it looks like to would be comfortable for baby	like that its by a brand I love		1	store website and in store	looking it up on google

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1634	I like Fisher Price toys, they are good.	This item will last a long time for many children.		1	The Fisher Price web site.	Toys for children search
1637	I like the products/benefits.	My son would enjoy playing with this.		1	Google	Amazon reviews
1662	it comes from a reliable brand that makes durable products	nothing else		1	online search engines	in-store
1664	very useful	quality high	1		google	youtube
1673	This product looked very interesting and different from others.	This product looked very interesting and different also very convenient to have to put my child on it.		1	Maybe from the retailer or I will try to search on Amazon to see if it is a good product.	N/A
1681	I like the seat cushion. I think this thing would be comfortable for any baby.	It looks so comfortable. I like the seat adjustments and the swinging thing.		1	I would like to know how long will the thing last	nothing
1687	It looks like a good product that I'd like	I would like to buy it for my child		1	I would do some online searches and some other things	I would go to google and other places
1754	we have one but would need to check the reviews	nothing i can think of	1		online blogs and review sites	the internet
1765	its a known brand with the best products and its innovative with very soft fabrics	its perfect for my baby	1		I would go to the fisherprice.com	i would use social media like facebook
1886	I really like how it has the puppy on the inside of it, I also like how it is considering babies and makes it comfortable for them to be able to sleep which helps the parents a ton.		1		I would search the internet, ask family members, look at their social media accounts, check the reviews and their reputation	
1906	Because it looks valuable and comfy			1	Browsing the web, the site with the product.	
1937	Looks very safe	My kid would love it	1		My family and friends	Internet
1952	like the brand name a lot looks like it is reliable and trustworthy, would be comfortable and a good value	there is no other reason other than what i already mentioned		1	i would go to the manufacvtuerers website or just google the product	none other
1959	it is exactly what i am looking for for my child.	it looks comfortable and easy to use	1		google and customer reviews from the brand website	consumer reports
1974	It looks useful and safe	No	3			

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1977	the product in of itself is very useful for a parent with a little older than n newborn tag attached to their baby. the fabric inside the rocker is plush and premium so the baby is comfortable and secure while sleeping the rocker is sturdy and will not tip over which puts my mind at ease	i would also buy this product because it would help me and my wife have an easier time putting out baby to sleep and having a good reliable product such as this is something we actually were looking for so to see this in this picture and inspect it close up was good information to have		1	i would go to the fisher price website to look up a product like this since i said i was in the market for one and i would also probably visit place like walmart and target to see what products they had. i would also visit amazon.com to see if they had information on products such as these	i could also look on honest.com and see if they had information on baby products such as this and also i could look to magzine sources to see if they had anything like this product featured in there and maybe it could direct me to a website where i could order it
2008	I think that its a great product made by a trusted brand. Its different from their traditional rock n play, this one has more plush and can be set at an incline.	i love the extra plush for comfort and that it can be set at an incline for more comfortable sleeping at night.	1		I would look up reviews from those who have tried it. Either on Amazon, brand website, walmart and target.	From the brand website as it will have all of the product information available.
2049	Is very good	Is excellent		1	Many things	Nothing
2056	because it would meet with my needs	because it would meet with my needs		1	social medias	instagram, oficial pages
2063	I like how deep the sleeper is and how you can recline it to make baby comfortable no matter what position they are in	I love that it looks comfortable inside.	1		I would look at the manufacturers website, I would also see if I could find reviews on the product through amazon or other places.	I would go on Amazon, ebay, or manufacturers website and read the reviews from people that purchased this
2081	This product is very useful for the care-giver to take care of the baby.	I would not buy it only if I am not afford to buy it.		1	I will ask family and friends who had experience using this product. I will also search any product review online to know if this product is recommended.	Don't know
2311	The original version of this product was recalled for suffocating children	death by suffocation is sufficient enough...	1		online review sites	individual store websites
2332	Looked reliable as a product	None	1		Online sources and my mom	Internet and my mother
2349	I like the ease of use of the product and how premium the products are.	I like how the baby is able to sleep on it all night.		1	amazon, walmart, and mom blogs.	just general google search
2365	Because this product is designed in a way that helps the baby to sleep comfortably and safely	Light weight and ease of movement	1		web sites Social Media Recommendation from a friend or family member TV ads	youtube
2509	I would compare prices and see what else is out on the market before I made a rush to purchase	None	1		I would go to the product company website and other websites	I would go to physical stores to look around

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2692	it has gret vibration , my baby can sleep comfortable and incline	it is a product for me, it is made for my little baby	1		in the fisher price web, in the social media	Instagram, Facebook, Youtube, some parents blogs, amazon reviews and also online reviews
2699	I have a lot of Fischer Price products so I trust the brand. This specific product looks very comfortable and I feel my baby would love it. It looks very comfortable.	The product looks very comfortable. The product doesn't look cheap and looks like a lot of thought was put into it. I like the angle the baby can sleep, I like the dog design.	1		I would search online websites. I would look at ratings and review for the product and for other similar ones.	I would look at the Fischer Price main site, I would look at forums and blog sites as well.
2774	it would be very useful	nothing else		1	online search engines	nothing else
2834	quality brand and great features and the baby would be very comfortable	many great features and functionality	1		brand website, forums and blogs	google and amazon
2839	the seat keeps the baby in an incline which is safer.	it's cute, like the materials		1	I would google search the product by name as well as read reviews on amazon	Customer reviews on Amazon
2856	it's a excellent product and good price	perfect product		1	the brand it's excellent	nothing
2938	it has lots to offer and I trust the brand for superior baby products	it looks comfortable for infants		1	I would search either the brand website and/or on the package at the store or online	Amazon reviews might be helpful
2939	it seems to very convenient with string reputational background	seems to be better solution for mobility/convenience of operation/comfort	1		Through several online channels/reviews	review sites,
3273	it seems high quality	i trust the brand	1		google	in store
3534	I love this product, seems to be a great fit for the baby.	It seems great. High quality, respectable, and responsible.	1		From sources that are learned experts on the matter of childhood.	Amazon.
3603	Fisher Price is a great brand I trust. The item appears to be high quality!	Price will be a factor...		1	I'd look at reviews on Amazon	Mommy blogs, Social Media
4126	because i like a lot this products	offers a good kind of benefits		1	i think all of the benefits are so good	google, facebook or amazon
4195	this is looking so good and useful	this is a good size product		1	this is a recommended product . i will recommended this product	walmart is the best option
4291	it would be very useful	nothing else		1	online search engines and in the store	nothing else
4329	It makes me feel familiar brand.	It is good product that i like.	1		I try to comfortable product.	I BUY BRAND STORE PRODYCT.
4390	very nice product	very authentic.		1	online	on tv
4591	good for my child to use	i loved the design		1	from the back of the box	from the website
4599	lv'e bought this brand before	nothing	1		i think from other people	cool
4689	looks like an all around great product	nothing specific to say	1		online searches	nothing else
4954	Looks very comfy, and I like the vibrating feature.	N/A		1	Online search for reviews. Also, the manufacturer's website.	N/A
5137	looks like it would be very supportive , very comfortable and very portable.	made by a great reputable company that specializes in baby items	1		reviews on sites like google and amazon	no other sources

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5143	It looks fun, safe and comfortable for my baby. I would feel like I made the right choice with the product	It is a convenient way to let my child nap during the day and easy to pack with us if we go to another person's house.	1		I would google user reviews or ask other moms on social media	I would look on online retailer sites for information and reviews
5257	it looks like it would be a comforting product for a baby	comfortable sleeping design		1	would put the name in google search	manufactuar
5267	I like it but not a ton.	No, nothing else.		1	I would look online and ask friends/family.	Nowhere else.
5270	It looks like it would be really comfy for babies.	It looks high quality.		1	Google, Amazon, Youtube	Facebook
5302	I like this product	would be comfortable		3		
5328	Depends on if it is they style my niece wants	Depends on if she already has one	1		In store or online	people who have it
5351	It could be useful and convenient while being comfortable for the baby	no		1	Stores that I would normally buy baby products such as Target, Buy Buy baby, Walmart and/or Bed Bath and Beyond	Online from forums
5360	My sister used a product exactly like this if not the same one and was very happy with it with both my niece and nephew.	I think I would need it and it would be helpful for me	2			
5376	THIS PRODUCT WAS RECALLED. i already sent mine back	it was recalled		3		
5512	It has all the features that I want	safe, gentel, modern and innovative	1		Brand website, social media, customer review, retailer's website	the most important for me is the customer review, it contains notes from those who bought the product and actuly tried it
5648	well first off, its made by a high quality and trusted brand, a brand i feel confident in when it comes to baby products, so that is a huge plu because for me a lot of hesitation can be put to rest if it comes from a reputable brand. I also enjoy the product itself too and its features, like soft vibrations, extra plush all over for ultimate comfort, multipule incline levels, easily foldable, breathable materials, even a toy and a cute design too!, its simple but also fully loaded with what a mother would be looking for in a Rock n play sleeper	it looks durable, long lasting and very comfortable, i feel i would be getting a good value for my money.		1	I'd go to the fisher price website, walmart and probably target too, id like to look at the price, more on the features and peoples reviews, how high / low of an overall rating it got and what people thought about it overall.	maybe TV ad's if there are any, the AD would play a role in encouraging me to buy it

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5650	I definitely would buy this product because it look very comfortable and helps in the care of the babies	is a brand I trust	1		youtube ande google search	on the website of the product brandd
5668	i love it as i love soft things around babies, but dont know the price	it look very comfy for baby		1	reviews on amazpn	i would ask moms
5673	It seems to address the issue of keeping the baby comfortable and cozy so that he or she can rest or sleep well. IT is at an incline plus it says calming vibrations for the baby are a part of the product	It depends on the price but it would make a good gift for the newborn boy.		1	Internet (google or bing). Go to sites such as Walmart or Amazon and perhaps a few others as well	Probably in a retail store such as Target or Walmart or others that may carry the product
5908	I like the design where there is a slight incline for the baby to sleep in and it looks soft, cuddly and safe with sides so baby doesn't roll out. It can be near the parents and is overall a good product. I have to granddaughters expecting in the spring I would buy this for each of them for their newborn	It looks safe and warm and easy to move as well from room to room or take with you somewhere	1		Online source, friends or family who might have used one.	Maybe T.V ads or in store from an employee
6403	Because I really like how it looks, and mostly because I feel like it would be really helpful to help my baby nap and sleep .	Because it is one of the many necessities that moms need for their babies	1		I would probably look at a few of my favorite mom websites such as mommyhood101 or theBump because they offer really great reviews of such products	social media sites such as facebook or instagram
6701	Fisher Price is a trusted brand	Very handy item to have for a new baby	2			
6970	the baby looks comfortable and secure	looks lightweight	1		google, other parents	retail
7228	was really good for future baby in my view	best value today best in breed	1		amazon, google	walomart
7304	It doesn't look appealing at all.	None.		1	Like trustable baby websites.	None.
7534	Actually i am looking forward a proudct for my cousin child as a gift,so conclusion will made only after knowing the exate requirnmnts from them	overall concept seems to be more innovative/advanced than the same segment of different baby sleepers brands	1		through several online review channels,e commerce sites,family opinion	walmart reviews,amazon reviews and several blogs related childcare

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7567	I like the look of the bassinet sleeping rocker. I have actually had one for my daughter before and she loved it.	Those reasons are pretty much it. It is very secure and comfortable for children.	1		I would research via Google and look for reputable sources who back up their claims with evidence.	Pediatrician
8053	the brand for one, also it looks like it is easy to use as well as safe and this is what im looking for, especially with a baby on the way	the ease of use as well as the product that is backed by a reputable brand	1		google searches yahoo searches	directly from the brand itself on the website
8087	I like the design of the product	It looks comfortable	1		I would look on various store websites for product description and eviews from customers	No other sourcesd
8214	I think this is a great way to do this.	Nothing to add.		1	Nothing to add.	I would probably look online.
8238	Because I had one for all of the children, and I want my new grandson to have one.	no other reason		1	I would contact Fisher Price first and if I can't get answers from them I'll ask for more direction	I don't know
8244	It looks like a good brand, and has features I want	No	1		Google	None
8252	Looks very entertaining and safe for my baby	For the right price and if the right size		1	Target, walmart, google and facebook	Na
8267	I like fisher price and trust it quality. I like that it is super plush, but im not sure if i really need this	im not sure that i need this. but if i were in need for a product like this i would choose this	1		i would go to amazon and google	no where else
8454	I'd have to see if competitor's features were any better. But the product looks good.	Only if some other product looked more stable.	3			
8471	it would be a good option for me	it can be a good warranty for more		1	there will be a good information for more	performance and warranty is the specific things that we could be better
8474	i think it is a safe place for my child	good value for what you get		1	i wo	I would just do a google search
8668	The brand I have heard of Fisher-Price and I like the idea of a bouncer/rocker bed as I believe it sold at Target	They have toddler rockers and animal activity Jumperoo Really kind of familiar with the brand for babies		1	social media Friends and families from church and Instagram social media reviews	Instagram and facebook primarily
9307	The features for the product are more tech driven	The product suggests other tech advances		1	Online baby web sites	cheaper prices
9343	i like the quality of the product and services. i like the value of the brand.	i like the look and design of the product.	1		i like the quality of the prouct and services. i like the value of the brand.	i like the look and design of the product and services.
9359	It would cater to me and my needs.	No	1		Reviews online.	Reviews online. Peers.
9407	it is amazing	high quality	1		amazon	it is easy

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9968	it is new and innovate, also, im a current buyer of this brand, it is one of my favorite	because i need this product, i dont have anything similar to that	1		e mail : gle.r@hotmail.com	social media
9984	probably if i was in the mood to buy it for my kid	if i needed it	1		on reddit / the forums	forums / etc
10339	looks good to me	looks appealing		1	blogs or google search	family members
10342	It seems like a very quality diaper.	No, there are no other reasons aside from the diapers quality.		1	I would just google them, not much too it.	I said I would just google, nothing else.
10345	It is a product of a quality brand and in fact I had already planned to buy it	I like your brand	1		Internet, web site of brand	Social network
10361	this product is very good for baby. because i definitely would buy the product	yes, its very popular product	1		very good for baby this product because is very long time service	no more say this product because its very good and useful product
10522	this is a great product	this is aweso me		1	i search google.com for information	google
10527	It looks good	No		1	google search	
10891	its a well-known brand, very trustful, specialist on kids needs , looks comfortable and has some great benefits for that child	because its from fisherprice , i like the design a lot and would help me that the baby could relaxe a bit more and often		1	i wanna know what other parents think about that product , if its safe to use , if its worth the price	like amazon reviews or certain customer review pages online
10935	Fisher price.	Its very unique product.	2			
10994	It would be useful and convenient. It would be helpful. It would be great for getting baby to sleep and it is easy to pack up and put away. It is safe and made by a good company.	No other reasons.		1	I would go on Amazon and see what the reviews have to say about it. I would ask my friends and family what they think about it.	No other places.
11011	Looks like a quality and long lasting product	No		1	Social media, review websites, YouTube	None
11019	WOULD MAKE A GREAT GIFT FOR MY DAUGHTER	SUPER CHRISTMAS PRESENTS		1	ON LINE SEARCHES	STORE WEB SITES THAT SELL BABY PRODUCTS
11030	Its good.	Baby wearing for comfort	1		online product view.	amazon
11093	It looks like a really good product for the baby.	Nohting else.		1	Wherever this item is sold.	none.
11097	Fisher Price is one of the brands that I have always used when buying things to my baby, has years of experience in the market and that product has all the specifications that I always look for in a product like that	extraplush fabrics, for extra-comfy sleep for the comfort of my baby	1		Usually from the brand's website, google search engine, social networks, comments	friends, family, through the child's pediatrician

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11226	My baby can lay in it at a comfortable incline and sleep for long periods of time. I love that it's soft and plush and it has a newborn insert.	It's made by a good know company, Fisher-Price.	1		Amazon, You Tube.	Family and some baby blogs
11251	i like the height of it and it looks plush and comfortable	the brand	1		google, walmart, target, buy buy baby	amazon
11270	It looks well made and has a cute design. I like that it has vibrations too.	I think it would make a cute gift.	1		I would search on google, ask friends, check retail websites.	Maybe children's websites.
11288	high quality	its safe	1		from the brand website	amazon
11290	Because the quality looks very nice and I like the way it looks	No that was it		1	google or ask.com	thats all i can think of
11405	It's from Fisher Price a good company, it's a rocker that could calm and soothe my baby	It looks comfortable	1		Fisher Price website or a store website with information and reviews.	Fisher Price.com Walmart.com Target.com
11420	liked the product idea comfortable for the newborn baby and made with deluxe materials	likes the features	1		online searches such as google or probably the manufacturer's website and some parenting websites	amazon
11519	because it looks like something i need	no just really like it		1	online	no
11560	I imagine it is quite expensive			1	I would use search engines to find reputable websites with useful information.	I would get information from people who have experience.
11563	It depends on the cost.		1		The internet, like Google.	
11585	Its made with better materials and seems better for babies.	No		1	Google	Amazon
11590	I don't have a need for it	Nope		2		
11604	I like the brand and the product. Both are great.	I like the company and their products.		1	I like to try the company Fisher.	From there, I usually try Google.
11614	The item is cute and looks comfortable and soothing for the baby. It would bring peace of mind.	I love the pillow in it and the material.	1		Google product reviews, the company website and maybe friends and family.	those are the only sources that I would use.
11656	I like what they selling I would use this product.	I like the material it made of made it more interesting to buy.	1		I look for review online.	I would look for blogs online.
11660	I like the features and benefits, I didn't say definitely because of the look.	Just the design, it's good, but not 100 percent my taste. But i like and would use	1		Google and amazon	No other sources
11683	I like this quality and the design	The quality of services	1		I like this social network for the informations	The quality of design

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11947	Not sure the reason why a child needs to be displayed on this product, waste of ink.	too expensive for items we toss away		2		
13734	I like the plush material and vibrations will help baby sleep good		2			
13735	It is good for the baby	none		1	Just some Google search to read reviews	none
13895	good and comfortable to my baby	price	1		websites and social media	no more
14469	it looks durable	the name (trade mark)	1		google mostly or word of mouth	on line search
14514	because looks very comforting for my baby	because it is new and innovative	1		google search or amazon reviews and direct website of manufacturer	facebook
14553	It looked like a high quality product made from quality ingredients/parts and would be safe and secure.	It looked like a high quality product made from quality ingredients/parts and would be safe and secure.	1		Online, amazon, ebay reviews, etc	Friends, word of mouth, family
14585	I have used a product like this before and they have worked.	Nope	1		Word of mouth from mothers	Mothers
14752	because this is so nice	i like it	1		some social media	no
15054	Looks like a solid product. I would use it for my baby to sleep and play	Looks like a solid product.		1	I think it would be a good product overall.	I would visit the specific site.
15081	I think it looks healthy.	It will be a good fit.	1		I like to get my information from friends.	I think it will work out great.
15099				1	I would conduct a google search and get actual reviews 1st.	I would ask friends and relatives of their opinion.
15224	this product has the best quality	it will be a great one for us		1	walmart	amazon
15265	is different and good , i like try buy this	not other reason .	1		online forum for babys	not other sources
15289	We like the brand and it looks like a well made product that would meet our needs	We would like to see some reviews and touch the product in store	1		We would read customer reviews online and ask our friends for advice	We would probably review online communities
15318	It looks like it would be effective at helping my kid nap.	It looks good at the job it is made for.	1		A place you can find reviews like Amazon or something.	Searches on Google or such.
15610	good products and quality	appealing price	1		Social media and online search	family and friends
15677	i would love to try this	love to see whats the fuss is about		1	walmart	or walmart.com to get more
15941	IT LOOKS LIKE IT COUOLD BE REALLY USEFUL FOR MY BABY.	IT LOOKS SO APPEALING TO ME.		1	THROUGH THE INTERNET.	RETAILER WEBSITES
16006	I Hope This Product Is best for my baby and she like this product to use	Lovely Design makes me feel and nice packaging	1		google, facebook any other forum and blog site	Brand website

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16138	great product, looks comfortable and affordable	the quality of the products and the design	1		web sites and facebook are reliable sources	magazines, and online sources
16667	It's a very high quality brand	No	1		Google	YouTube reviews
17887	I like that my baby can take a nap in it and that it rocks and plays music	It has added padding for extra comfort	1		I would do a search on google or I would search online at certain stores like Walmart or BuyBuy Baby	I would also search other stores like Kohls
17987	it looks good for me	it would be really useful		1	i would surf the web	or in amazon
18000	i like the experieencie for new product and image	is for my baby and my friends		1	is perfect and important for my experieencie	is living the concept
18017	Its design is very innovate.	Nothing.	2			
18040	looks like a very high quality product and a very useful product	i could really use this product or give it as a gift to a friend	1		from a website or on social media	from a friend or from a store
18041	I like it, i think it's a good product	I think it worth it	1		online , Doctor , Specializes	social media
18057	It uses quality safe fabrics. it has an incline for health and safety. It is well made and durable. I Trust Fischer Price.	It is just the right size for my grandson who is at that size.	1		Facebook. Amazon. Walmart. ebay. YouTube.	Google search. Microsoft Bing Search.
18078	it would be a very useful product	no other reason		1	online search results	in the store
18110	DELUXE FABRICS VERY GOOD AND NICE	ITS its very good		1	online	brand website
18114	because it meets my needs	it is from a brand i trust	1		web search	retail website
18252	I THINK IT WILL BE VERY SAFE FOR THE BABY AND BABY CAN HAVE UNINTERRUPTED SOUND SLEEP THROUGHT THE NIGHT	THE OPTIONS PROVIDED IN THIS PRODUCT ARE REALLY APPEALING. AND THE FEATURES PRESENTED ARE UNIQUE. PERFECT TO GIVE GOOD COMFORT TO BABY	1		I WOULD GET IT FROM AMAZON.COM, GOOGLE, FACEBOOK.	I WOULD ALSO TRY TO GET IT FROM WALMART.COM AND TARGET.COM.. I WOULD READ REVIEWS FROM REAL CUSTOMERS WHO HAVE BOUGHT THIS.
18257	Because it's made quality based and the new design.so I definitely buy this product.	Nothing		1	Retailer sales person.	online search informetion.
18283	it would be a useful item	no other reasons	1		online search engine results	nothing else
18549	I think my baby felling perfect in this product because its a quality product.	Established brand purpose and they also made quality products.	1		From online based apps or website(baby seller) and social media.	Retail store also
18779	Because i need it.	no		1	Because i need it.	walmart
18821	I like the brand	it is for someone like me	1		from websites and social media	from TV ad
18851	I like it very much	Very good product	1		Social media such as facebook	Tv show like Netflix
18889	The product is very good	the packaging is also good		1	i will try to get information from online	from stores

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18911	I absolutely love this product idea! I have had 3 babies and the newborn stage is always difficult for sleeping. They say to lay the baby flat in a crib, but I always preferred an incline so they don't choke on spit up. This is a much better and safer option than letting them sleep or nap in a carseat. Plus I like the gentle vibration setting.	I like that it straps them in so they don't fall out.		1	I would probably google it. I would also look at the product's website and read reviews.	I would the child's pediatrician.
19381	Looks like it would be nice to have for a baby	it is very cute		1	local retailers that sell the product. I would check the reviews	
19416	great idea	super cool.....		1	amazon google	none.....
19442	it looks promising and it is from a brand i trust	it seems a bit on the pricey end	1		i would read reviews on amazon	i would talk to employees at stores that deal with baby stuff
19468	It looks cute but would want to see in person.	no other reason		1	the company that sells it	none
19481	I like it	great brand	1		Great item	Walmart
19491	I have a close family friend who is expected and it would be a perfect gift.	I know that they would need it for their child.	1		The site in which I purchased the item. I would also look at the reviews from other customers.	I could also type in the baby product and get a better description of it. The pros and cons of it and etc.
19636	is the good quality and prefer other products	not more reasons		1	from the same sales stores as amazon and that the comments	not more sources
19768	rock and play recall a few years ago	safety concerns	1		facebook, internet search, friends	none
19903	I like multi function baby products like this one	a brand I trust		1	online ads with descriptions of the products	consumer reviews if any
19904	I like it	none		1	websites	social media
19951	it is unique	i like it		1	social media	none
20859	because i like it.	because i like it.	1		Google	Google
20931	because is a good price	i like this brand		1	web search and social media	web page
21022	it would be very useful	no other reason	1		online search engines	in the store
21088	The seems like it would be perfectly suitable for my current parenting needs	To provide the best sleeping experience for my child	1		Manufacturer website, youtube, google.	retail store.
21123	it could come in handy	no	1		google	bing
21156	I would have to read the reviews.	I would have to read the reviews.	3			
21224	It looks well packaged	It looks nice	1		Social media	TV SHOWS
21237	It looks cute, and I think it would be great for my baby.		1		I would ask my friends and family about it, and read a few blogs and articles regarding baby products.	
21320	a good gift for a baby			1	customer reviews and videos	

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21595	i trust the brand and I like delux rocker	looks like it will be made of best in class material		3		
21598	So my baby can sleep better	So i dont always have to hold him		1	Google	Go to walmart
21616	I like the product and th look and feel in the picture.	I like that it rocks the baby	1		Gerber, Baby eienstains	google and amazon
21649	i really like the product and how the box looks good	i think the product comes from a good brand	1		i would like to figure out how big it is	i would find it from google
21721	beause i can observe that it is good product	good brand thatl trust	1		youtube or reviews in blogs online	magazines and shows tv
21815	because it looks very safe for my baby	my baby can comfortable to use it.	1		i get information for my baby product to use online review site and manufacture site.	the other source are Amazon,and some time used social media
21900	I like that it has a vibration function for calming the baby, and i can see myself using something like this for my child in the future. I also like the packaging and think it is very eye catching.	It seems to be better than most thing currently on the market and i like that. It makes me want to buy this product over others.	1		I would use a google search to find a good website, or use the baby item subreddit where i could find info or ask people questions about products that maybe they have used.	I would just use a google search, i have no other specific places to look other than just doing my own research on a search engine.
21915	i've tried this product and i like it	it worth for the price		1	online reviews	amazon
21924	it would be a very useful product	no other reasons		1	I would check online reviews and ratings	in the store
21929	size	quility		2		
21935	I would rather have a bassinet for our bedroom for baby to sleep in and then have a bouncer to keep in living room. I would not like to have it all in one product and have to move it from room to room.	I'm not the biggest fan of fischer price...it seems old school to me.	1		I would google the product and try to find customer reviews or mom reviews on personal blogs.	I would go to websites where this product is sold and find customer ratings.
21947	fair price for value but i would be more attract to it if he has more good position on the store	i think it would be safe and good for my baby		1	from the sale man or my wife or google may help me in this	drug store CVS or internet in general can help
21956	I think it looks like a good, high quality product that would be very useful	Not that i can think of.	1		I would look on google, as well as retail websites such as walmart and amazon.	no others
21976	it looks comfortable and parctical	it looks comfortable and easy to use		2		
21991	it has lot of features and i think it will be very comfortable for the baby	the features in this product would make me buy more of it.		1	i would get information from social media and from google	facebook
22017	genuine product	easy to use		1	product details specification.	genuine products for childrens

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22079	this is comfortable for my baby	it is very helpful for my baby		1	walmart store and target	google search
22150	good baby product	comfortable for baby	1		great comfortable product	Amazon
22161	i like the vibration motion, the rocking, the plush beeding it has	easy, portable, looks very sturdy,good brand		1	freinds, online search, go look at it in store	nomore i can think of that would be any more
22288	I'm not really a fan of the rockers, I like the stationary products so that they don't get used to something swaying them	No others	1		Amazon, consumer reviews	Nowhere else
22314	I think the product offers alot of benefits to a very young baby and would help them calm down and help them fall asleep easier.			1	Websearch, the manufacturers website, going on websites like amazon to check reviews, forums for first hand experience with the product.	
22320	Good for baby	price		1	online	baby website
22336	nice item to have for baby during naptime and to keep him content with the rocking	would be helpful in my home to help with baby		1	i would do research on the product and ask other moms their opinion	other parents that use this product would be useful for opinions
22342	has great features	good brand	1		online reviews	tv
22353	Nice design and looks comfortable for a baby	Safe and secure		1	Google, fisher price	baby stores
22384	I would be afraid it could collapse in half if bumped hard.	No, I like the concept and the features of it.		1	I would want to read reviews on it. I would want to examine how easily it could fold with a baby in it.	I would google the reviews of this product and then read.
22442	the features explained in the product is very appealing especially the fact that it is washable	the breathable mesh fibers are also appealing	1		the first to look will be google search, then marketplace like amazon for customer reviews	i would go to youtube to see how people are using it
22626	very unique and amusing product	very amusing product	1		I will try to get information	very amusing. I like very much
22639	Because I like it	I trust it		1	Product website	Google
22642	Fishers price makes the most beautiful baby things	its unique		1	i will check online	fishers price website
22643	It looks cool	I was from fisher price.		1	From the reviews.	The company
22671	Because I felt it fit me very well and I needed to try it	I feel it is of high quality	1		AMAZON	AMAZON
22699	It is very unique and comfortable	It is high quality product	1		Because I am very interested to buy this product	It is perfect for my child
22740	I like this product very much	This product is very attractive	1		In online source and many thing depend on it	In store
22817	This looks like a great baby product to buy.	I really need a product like this.		1	I would go to Google.com and Walmart to look for more information.	I would look up baby blogs and forums as well as social media for additional information.

			Q50: Before buying a baby product like the one you examined, would you or wouldn't you try to get information about such baby products?			
Respondent ID	Q40: What makes you say that you (INSERT ANSWER FROM Q.30A/Q.30B)?	Q41: Any other reason or reasons why you (INSERT ANSWER FROM Q.30A/Q.30B)?	Q50A	Q50B	Q51: From where or from which source or sources would you try to get information about such baby products?	Q52: From where else or from which other source or sources, if at all, would you try to get information about such baby products?
22827	This seems like a great bouncer with all the features that I would be looking for and it is made by a trusted brand	I liked the overall item as a whole	2			
22840	it looks good and I think I know someone who would like it	none other than what i said		3		
22871	probably buy it if it was at a good cost most likely	if it was at a reduced / discounted price.		1	amazon.com	amazon.com facebook.com
22908	It is useful and seems very comfortable for my baby.	It has good quality.	1		Internet	Friends or family member
22938	Because this is really good products.	Because this is really trusted and also valuable.	1		I would try to get information about such baby products in the website.	Social media
22996	i LIKE the brand	The product has the benefits I need.	1		google search	facebook
23021	it looks cozy for the baby	cause it would keep my baby comfortable	1		Google	walmart
23030	the Product looking great I hope my baby like this product	good Packaging		1	google, facebook, Forum site, blog site, etc	other social media, tv ads, billboard
23381	if the product cost the same, I buy it	also to prove it		1	blogs of mom, google, amazon, etc	friends and family maybe
23382	this product is helpful, It'll make my child happy.	no more	2			
23396	Looks like it would be high quality and is made by a reputable company and would make a good gift for a new parent	I think that it is a gift that is both useful and practical	1		I would look at the websites of the various companies and also look at the government websites for ratings	I would also just do a google search or look on amazon for ratings
23412	it looks like a good product	none in particular	1		not sure	not sure
23632	We already have a swing that can be used similarly, but I like this product if the baby needs to be inclined while sleeping.	no		1	I'd look for customer reviews online, and also look online for comparable products and the prices.	I might go to a baby store to see an actual display model of the product. I also might ask other moms what they use.
23638	it looks really cool	it look great for my child		1	online	retailer websites
23644	Your brand and the comfort of the product you can see confidence in this product	Your ease of payment		1	In amazon , it is the site where I look for almost all products	Walmart , there I usually look for my other products
23896	I would need to compare it to other items, but the claims on the packaging are very appealing	n/a		1	internet different websites	none
23911	it would be a very useful product to have	no other reasons	1		online search engines	in the store

			Q50: Before buying a baby product like the one you examined, would you or wouldn't you try to get information about such baby products?			
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23929	the prestige and quality of the brand	because it suits the needs of my wife and my son	1		the small internet retailers like amazon	comfort and good design for the taste of my family
23932	Seems to be a effective product.	Trust the brand.		1	Consumer Reports	General search
23938	this looks like something i want to buy for baby	none at all	1		google	facebook
23967	i looks so comfy and safe for baby	great design		1	google search	
23978	its a excellent product	its a great brand	1		by internet	amazon
23981	I love this product.	NO		1	It was popular.	Brand
24003	It looks like something that could be used for a baby	It is a well known company and trusted		1	i would google it and look for reviews	I would look at the manufacturer
24009	design	price	1		search engines	none
24021	I would ask friends their opinions.	I always get advice.		3		
24031	i prolly would	no	3			
24042	its very innovative	no		1	i want to know more about it	google
24045	because it looks very high quality product and good for baby sleep.	i found this product looks comfortable for baby.	1		baby products blogs , mothers blogs, instagram stories etc.	i searched on amazon ebay walmart to compare baby product and new upcoming products.
24057	This is very good products	This is trust brand		1	I will learn more information in online	Facebook
24072	I think this would be more valuable.	None	1		Google.	Doctor's suggest
24093	its quality is very good	none		1	online	none
24102	it has high quality	it is suitable for my need	1		google	youtube
24105	is excellent	none		2		
24110	it would work very well	no other reasons	1		I would check online search engines and reviews	in the store
24118	products quality .	yes,this is the good value of money.		1	Google searching ,social media.	Review of customers
24132	I like this product very much	None	1		Online or store retailer	Online
24154	The brand is very good and my baby feel comfortable	The product is very good and it's a brand	1		In google	From google
24368	Because it helps soothe a baby, and I definitely need that.	Because I'm going to have my 5th baby next year , and it would really help with the baby..		1	Family , or a parent blog, pregnant mom blog..	Those would be the only resources.
24407	this is a great idea for a baby shower present for my next grandchild due in the next few months	i used something like this for my children when they were babies and it was awesome		1	i would check out the website as well as product reviews on google	i would also ask friends that currently have babies if they use this product
24429	it seems to be an ideal gift for someone with limited space and the rocker has been said to be comfortable for entire nights sleep	looks good	1		from the manufacturer fisher price also consumer report about its safety	from amazon and other websites that might carry this product

			Q50: Before buying a baby product like the one you examined, would you or wouldn't you try to get information about such baby products?			
Respondent ID	Q40: What makes you say that you (INSERT ANSWER FROM Q.30A/Q.30B)?	Q41: Any other reason or reasons why you (INSERT ANSWER FROM Q.30A/Q.30B)?	Q50A	Q50B	Q51: From where or from which source or sources would you try to get information about such baby products?	Q52: From where else or from which other source or sources, if at all, would you try to get information about such baby products?
	it is sweet and something that I think my friend will really like for her baby!! she is decorating the nursery puppy-themed, so this will work great	it looks like something a new parent would need		1	I would google and see if any parents' magazines reviewed things like this little puppy chair	I would also ask my friends who are parents what they like
24443						
24470	just seems like a good deal and something i would use.	none		1	google. company websites	none
24525	because it has songs and activities that keeps baby calm and its provides cushion and comfortable for baby	because it is a good brand and it is safe for baby		1	from social media and from their website	from the department stores and reviews on amazon
24546	I like that it also vibrates I know that gentle vibrations are very calming and soothing for infants	i like the liner It looks very plush and comfortable	1		I would go to a site where this item is sold and read customer reviews	I would look at babys are us, Amazon, and Walmart to get info on availability and price as well as look for customer reviews
24805	i would buy it because it will fits all my baby needs	it has high quality		1	i would search about it in facebook and amazon	google, facebook,instagram,and from amazon
24830	It is a product that shows quality and comfort, and if this product provides comfort and peace of mind to my son, I would not hesitate to buy it	it is being offered by a brand that is reliable	1		I'd look it up on the brand and retailers' website to see customer reviews	in store and online specialists
25143	I most likely was drawn on to the detail	i would buy high quality items	1		i used sites like social media	also using google search
25294	Looks appealing to my expectation and meet my child need.	Safe for my child.	1		I would go to Fisher Price for more information about this product.	Google Search
25347	good interesting	good price	1		target or best buy	parents reviews
25390	it's made by a prestigious brand	Offers the best quality and innovation	1		Reviews and website at this brand	Youtube and amazon
25414	looks cozy and soft	none		2		
25421	Good for babies	No		1	Store and open to see if my kid will like it or not	None
25448	because i love it	i love it	1		google amazon target	walmart
25550	i like it very much and i will buy it	because it is unique and different		1	online i think because it is more trustworthy	maybe i will buy it from a store
25591	I am uncomfortable with any product that has the rock-n-play ideal	It isn't usable for a long enough time		1	google and aap	child's pediatrician
25708	i would be able to keep an eye on my baby all the time	no other reasons		1	google	none
26349	it's made by a prestigious brand	it makes me feel very excited	1		Amazon reviews	Website Fisher Price

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463582174	3			
463583245		3		
463583387		2		
463583601	2			
463595720	1		only thing is no product recall and saftey measurements	nothing more
463609597	1		It was so slow	No
463621109		2		
463621534	1		I've heard that babies aren't supposed to sleep in that position.	
463636686		1	NO any issue.	No any issue.
463641728		2		
463643755	3			
463648172		2		
463659160		2		
463659786	2			
463717938		1	they were too tight	no other issue
463805698	2			
463981653	2			

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464019895	2			
464042139	2			
464070896	2			
464071156		2		
464155312		1	n./a	noting
464316228		1	Recalls	None
464444508	2			
464719477	2			
464766945		2		
464778759		2		
464795078		1	na	na
464895322	1		none	none
464912622		2		
464913506		1	I didnot have any issue.	none
464913884		2		
464915047		3		
464918531		2		
465000337		2		

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Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
465079451	2			
465116911		2		
465124347		2		
465161880	2			
465252073		1	nothing	nothing
465759656	2			
465928995	1		I always am looking for these types of things	I think it looks great as a whole
465930790	2			
466298930	2			
466300917	1		That some of them work well at specific age but could be dangerous during other age ranges	
466301785	2			
466507460	1		I read from online magazine and also show some online review to the products.	I also heard from TV ad news also.
466576179	2			
466643434		1	many things.	some of
466724867	2			
466813990	3			
466817939		2		

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Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
466844210		2		
466983053		2		
52	2			
57		2		
65	2			
75		2		
97		2		
98	2			
142	2			
349		2		
355	2			
383		2		
397	2			
434	2			
444	1		Nothing at all unless if it's not soft for a baby!	great
454	2			

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465		2		
480	2			
481	2			
559	2			
576		2		
580	2			
610	2			
616		1	Not too sure really overall.	None that I can think of.
643	2			
645	3			
661		2		
690		1	environment	political
826		2		
895		1	defects	na
1123	2			
1573		2		
1584	2			
1595		2		

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Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
1634		2		
1637		2		
1662		2		
1664	1		they are not very sure	none
1673		2		
1681		2		
1687		2		
1754	2			
1765	2			
1886	1		I have heard that some baby soothers or toys give off too much radiation that harms the baby because the baby is too young to handle that much	
1906		1	it can easily break	
1937	1		Nothing	Nothing
1952		2		
1959	2			
1974	2			

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1977		2		
2008	1		i have heard about the original rock n play mainly because people were not using the fastening system	none at all
2049		2		
2056		1	i do not have any problems	none
2063	2			
2081		2		
2311	1		prior version was recalled for suffocation	none
2332	2			
2349		2		
2365	1		Low quality Plus price Not safe	Manufacturing problems
2509	1		I have read articles where some of these products are not safe and have had several recalls	None that I can remember

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Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
2692	2			
2699	1		I have heard some of types of these products can have defects that can prove to be very serious.	I heard there could be problems with certain designs that make it less desirable.
2774		2		
2834	2			
2839		3		
2856		2		
2938		2		
2939	2			
3273	2			
3534	3			
3603		2		
4126		2		
4195		1	this product details is so good	this is so good
4291		2		
4329	1		HAS SOME DRY OF PRODUCT.	NOTHING.
4390		1	very authentic	very nice
4591		2		
4599	1		its cool	its cool
4689	2			
4954		2		
5137	2			

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Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
5143	2			
5257		2		
5267		1	None.	None.
5270		2		
5302		2		
5328	2			
5351		2		
5360	2			
5376		1	recalled because it was killing babies	it was dangerous
5512	1		product is too heavy, not washable, ugly design	None
5648		2		

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Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
5650	2			
5668		2		
5673		2		
5908	2			
6403	2			
6701	2			
6970	2			
7228	2			
7304		2		
7534	2			

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Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
7567	1		Some have been recalled for product defects, I do not know exact details.	N/A
8053	2			
8087	2			
8214		2		
8238		2		
8244	2			
8252		2		
8267	2			
8454	2			
8471		2		
8474		2		
8668		1	I heard good things as they are reasonably priced and durable	no
9307		1	the product enhancements	Different product variations
9343	1		i like the look and design of the product and services. i like the value of the brand.	i like the quality of the product and services. i like the value of the brand.
9359	2			
9407	1		bad quality	no

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9968	2			
9984	2			
10339		1	leading in the industry	no
10342		2		
10345	2			
10361	1		i have buy other baby product but better than this product	this product is very good .
10522		2		
10527		2		
10891		2		
10935	2			
10994		2		
11011		3		
11019		2		
11030	1		product quality is not good	yes i heard
11093		2		
11097	2			

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Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
11226	2			
11251	2			
11270	2			
11288	2			
11290		2		
11405	2			
11420	2			
11519		2		
11560		2		
11563	1		Baby digestive health.	
11585		2		
11590		2		
11604		2		
11614	2			
11656	2			
11660	2			
11683	1		I like this shop for baby product	Involving this decision maker

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Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
11947		3		
13734	2			
13735		2		
13895	2			
14469	2			
14514	2			
14553	2			
14585	1		Safety issues	Is it safe?
14752	1		something changes product	no
15054		2		
15081	1		New ideas and stories.	It will work great.
15099		3		
15224		1	no issues	no other
15265	2			
15289	2			
15318	2			
15610	2			
15677		1	none	nome
15941		1	I SAW AN ADVERTISEMENT ABOUT THE PRODUCT	Read about it on social media
16006	2			

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16138	1		some problems like the quality of the merchandise , but i never have had that problem	none
16667	2			
17887	2			
17987		2		
18000		1	living the concept and brand	is perfect and important the concept
18017	2			
18040	1		some bad quality products	no
18041	2			
18057	2			
18078		2		
18110		1	yes	no comfortable
18114	2			
18252	2			
18257		2		
18283	2			
18549	2			
18779		2		
18821	2			
18851	1		None I like it very much	None
18889		2		

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18911		3		
19381		3		
19416		2		
19442	2			
19468		2		
19481	2			
19491	2			
19636		2		
19768	1		infant death due to suffocation	none
19903		2		
19904		3		
19951		3		
20859	1		no all right	no, all right
20931		2		
21022	2			
21088	2			
21123	2			
21156	3			
21224	1		ITs price	the quality
21237	2			
21320		2		

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Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
21595		2		
21598		2		
21616	2			
21649	2			
21721	3			
21815	2			
21900	2			
21915		2		
21924		2		
21929		2		
21935	2			
21947		2		
21956	2			
21976		1	it is expensive	no
21991		2		
22017		1	damaged product	not meet the expectation

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22079		2		
22150	2			
22161		2		
22288	1		SIDS symptoms, death	No
22314		1	Sometimes the products are not made to spec, so they are defective and this can cause safety hazards for the child usingn them.	
22320		1	baby powder	no
22336		2		
22342	2			
22353		2		
22384		1	That this older version of this product could collapse with baby in it.	nO
22442	2			
22626	1		Yes I heard or read about involving baby products	Yes I heard about this products
22639		1	it is very good product	Nothing
22642		2		
22643		2		
22671	1		I haven't heard of any problems with this product	NO I haven't heard of any problems with this product
22699	2			
22740	1		for I have a child	justified product quality
22817		2		

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22827	2			
22840		3		
22871		2		
22908	1		Good quality	None for now
22938	1		Product value	Nothing.
22996	2			
23021	2			
23030		2		
23381		2		
23382	2			
23396	2			
23412	2			
23632		3		
23638		1	That its a great brand	it is great value of money
23644		1	I have not heard problems according to this product	I have not heard any problem
23896		2		
23911	2			

	Q60: Have you or haven't you heard or read about any issue or issues involving baby products such as the product that you examined earlier?			
Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
23929	1		I have not heard of any problems with this product for babies	I have not had or read any problems with this product for babies
23932		1	Safety issues with some products.	none
23938	2			
23967		2		
23978	2			
23981		1	Nothing	No
24003		2		
24009	1		defective	none
24021		2		
24031	2			
24042		2		
24045	1		flexible issue and comfort issue i heard of.	another is product not comfort baby for sleeping.
24057		1	This is very good	This is trust brand
24072	2			
24093		2		
24102	2			
24105		2		
24110	2			
24118		2		
24132	1		On social Media	None
24154	1		There is no issue	No there is no issue i found
24368		2		
24407		2		
24429	2			

	Q60: Have you or haven't you heard or read about any issue or issues involving baby products such as the product that you examined earlier?			
Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
24443		2		
24470		2		
24525		1	i have heard that they are coming out more of activities for infants and newborns	no nothing at all or any other issues at all
24546	2			
24805		1	i heard about the longest of this product	no other issues
24830	2			
25143	2			
25294	1		none	none
25347	2			
25390	2			
25414		2		
25421		1	Nothing	No
25448	2			
25550		1	the details the description the price	the affordability
25591		1	babies dying because it tipped over	nope
25708		2		
26349	1		Nothing	none

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
463588154	2	2	11	1	1	1	0	0
463595625	2	3	39	0	1	1	0	0
463620518	1	3	14	1	1	1	0	0
463634653	2	2	49	1	1	1	0	0
463635235	1	3	5	0	1	1	0	0
463647586	2	2	47	0	1	0	0	0
463648827	1	2	44	1	1	1	0	0
463651137	2	2	23	1	1	1	0	0
463694021	1	2	1	1	1	1	0	0
463734225	1	3	5	1	1	1	0	0
463776219	1	3	44	1	1	1	0	0
463913211	2	4	10	0	1	0	0	0
464024164	2	2	14	1	1	1	0	0
464053891	1	2	47	1	1	1	0	0
464057400	1	2	44	1	1	1	0	0
464132593	1	3	36	1	1	1	0	0
464165719	1	3	48	1	1	1	0	0
464459806	1	4	24	0	1	0	0	0
464485480	2	4	22	0	1	0	0	0
464729777	1	2	47	1	1	1	0	0
464769300	2	3	45	1	1	1	0	0
464786445	1	3	11	1	1	1	0	0
464803122	1	3	5	1	1	1	0	0
464912243	1	2	11	0	1	0	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
464913196	2	2	31	0	1	1	0	0
464913417	2	2	36	1	1	1	0	0
464914305	2	2	3	1	1	1	0	0
464914926	2	2	34	1	1	1	0	0
464915367	1	2	9	0	1	0	0	0
464918061	2	2	43	1	1	0	0	0
464997625	2	3	47	1	1	1	0	0
465125276	1	3	14	1	1	1	0	0
465140922	2	3	44	1	1	1	0	0
465176763	1	2	34	1	1	1	0	0
465187303	1	4	5	0	1	1	0	0
465450557	1	2	33	1	1	1	0	0
465813546	1	2	33	1	1	1	0	0
466083390	1	2	4	1	1	1	0	0
466140023	2	2	44	1	1	1	0	0
466523254	2	2	10	1	1	1	0	0
466534831	1	3	5	1	1	1	0	0
466736724	2	2	23	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
466814734	1	2	47	1	1	1	0	0
466881415	2	2	38	1	1	1	0	0
466916588	1	2	10	1	1	1	0	0
466953572	2	2	1	1	1	1	0	0
467057176	2	2	10	1	1	1	0	0
60	1	3	6	1	1	1	0	0
68	1	4	15	1	1	1	0	0
69	1	3	9	1	1	1	0	0
71	2	3	22	1	1	1	0	0
104	2	3	13	1	1	1	0	0
151	1	3	39	1	1	1	0	0
332	1	2	5	1	1	1	0	0
358	1	2	22	0	1	1	0	0
370	2	2	14	1	1	1	0	0
431	2	2	17	1	1	1	0	0
432	1	2	38	1	1	1	0	0
448	2	2	3	1	1	1	0	0
453	1	3	11	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
464	1	2	10	1	1	1	0	0
493	2	2	5	1	1	1	0	0
586	2	4	39	0	1	1	0	0
603	2	4	18	1	1	1	0	0
605	2	2	23	1	1	1	0	0
623	1	2	34	0	1	1	0	0
647	2	3	10	1	1	0	0	0
652	2	2	47	1	1	1	0	0
702	1	3	8	0	1	1	0	0
710	1	3	44	1	1	1	0	0
828	2	2	33	1	1	1	0	0
991	2	3	10	0	1	1	0	0
1437	2	3	44	1	1	1	0	0
1558	1	2	33	1	1	1	0	0
1571	2	3	45	1	1	1	0	0
1592	2	3	7	1	1	1	0	0
1607	2	2	34	1	1	1	0	0
1624	1	2	34	0	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
1649	1	3	44	1	1	1	0	0
1668	2	3	44	1	1	1	0	0
1674	2	3	47	0	1	1	0	0
1680	2	3	36	1	1	1	0	0
1685	2	2	23	1	1	1	0	0
1698	1	2	10	1	1	1	0	0
1711	2	2	39	1	1	1	0	0
1759	2	2	29	0	1	1	0	0
1816	1	2	48	1	1	1	0	0
1849	2	2	14	1	1	0	0	0
1894	1	4	48	1	1	1	0	0
1905	2	4	14	0	1	1	0	0
1949	1	4	44	1	1	1	0	0
1955	1	3	44	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
1984	2	3	10	0	1	1	0	0
2005	2	2	18	1	1	1	0	0
2075	2	3	45	1	1	1	0	0
2263	1	3	22	1	1	1	0	0
2269	1	2	38	1	1	1	0	0
2276	2	2	5	1	1	1	0	0
2319	1	3	33	1	1	1	0	0
2335	1	2	50	1	1	1	0	0
2342	1	3	15	1	1	1	0	0
2356	1	3	33	1	1	1	0	0
2682	1	3	48	1	1	1	0	0
2694	2	3	38	1	1	1	0	0
2775	1	2	5	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
2816	1	2	33	1	1	1	0	0
2905	1	3	5	1	1	1	0	0
2973	2	2	24	0	1	0	0	0
3004	2	2	46	1	1	1	0	0
3500	1	3	31	0	1	1	0	0
3542	2	2	16	0	1	1	0	0
3600	1	3	50	1	1	1	0	0
3766	1	3	36	1	1	0	0	0
4192	1	2	33	1	1	0	0	0
4324	2	3	33	1	1	1	0	0
4612	1	2	5	1	1	1	0	0
4753	1	2	45	1	1	1	0	0
4857	2	3	15	1	1	0	0	0
5123	1	4	36	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
5165	2	3	32	1	1	1	0	0
5182	2	2	26	1	1	0	0	0
5258	2	2	36	1	1	1	0	0
5283	2	3	23	1	1	1	0	0
5327	1	2	38	1	1	1	0	0
5339	2	2	16	1	1	1	0	0
5340	1	2	22	1	1	1	0	0
5343	2	2	33	0	1	1	0	0
5349	2	3	31	1	1	1	0	0
5633	1	3	31	1	1	1	0	0
5652	2	2	14	1	1	1	0	0
5745	1	3	15	1	1	1	0	0
6337	1	3	3	0	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
6736	2	4	43	0	1	1	0	0
6973	2	4	47	1	1	1	0	0
7495	1	2	44	1	1	1	0	0
7526	1	3	10	1	1	1	0	0
7543	1	2	10	1	1	1	0	0
7756	1	3	5	0	1	1	0	0
8086	2	3	21	1	1	1	0	0
8189	2	2	34	1	1	1	0	0
8203	2	2	31	0	1	0	0	0
8224	1	3	44	1	1	1	0	0
8233	2	2	5	1	1	1	0	0
8254	1	3	10	1	1	1	0	0
8258	1	3	14	1	1	1	0	0
8450	1	3	21	1	1	1	0	0
8461	1	3	31	1	1	1	0	0
8470	1	2	45	1	1	1	0	0
8614	1	3	11	0	1	1	0	0
8845	1	3	18	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
8878	1	2	45	0	1	1	0	0
9016	1	3	10	1	1	1	0	0
9356	2	2	43	0	1	1	0	0
9373	2	3	43	1	1	0	0	0
9395	1	2	47	1	1	1	0	0
9443	2	4	48	1	1	1	0	0
9971	2	2	38	0	1	1	0	0
10000	1	3	5	0	1	0	0	0
10002	2	2	29	0	1	1	0	0
10462	1	3	18	1	1	1	0	0
10513	1	2	10	1	1	1	0	0
10924	1	2	11	0	1	1	0	0
10963	2	3	44	0	1	1	0	0
10995	1	2	34	1	1	1	0	0
11016	2	3	41	1	1	1	0	0
11021	1	3	10	1	1	1	0	0
11092	2	3	21	1	1	1	0	0
11221	2	2	44	1	1	1	0	0
11259	1	2	26	1	1	1	0	0
11267	1	3	10	0	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
11279	2	2	10	0	1	1	0	0
11295	1	2	43	1	1	1	0	0
11394	2	2	25	1	1	1	0	0
11397	1	2	44	1	1	1	0	0
11551	1	2	5	1	1	1	0	0
11553	1	2	3	1	1	1	0	0
11555	2	3	21	1	1	1	0	0
11561	1	2	34	0	1	1	0	0
11571	2	3	11	1	1	1	0	0
11573	2	2	1	0	1	1	0	0
11586	2	2	5	0	1	1	0	0
11588	1	3	44	0	1	1	0	0
11603	2	3	42	1	1	1	0	0
11606	2	2	44	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
11653	2	2	15	1	1	1	0	0
11678	2	4	14	1	1	1	0	0
12146	1	3	45	1	1	1	0	0
12279	2	3	44	0	1	0	0	0
12310	1	3	45	1	1	1	0	0
12313	2	2	18	0	1	0	0	0
12317	1	3	14	1	1	1	0	0
12319	1	2	10	1	1	1	0	0
12322	1	2	44	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
12376	2	2	6	1	1	1	0	0
12409	2	2	5	1	1	1	0	0
12475	2	2	6	1	1	1	0	0
14224	1	2	41	1	1	1	0	0
14507	1	2	16	0	1	1	0	0
14557	2	3	15	1	1	1	0	0
14566	1	3	15	1	1	1	0	0
14665	1	3	14	1	1	1	0	0
15040	1	2	44	0	1	0	0	0
15077	2	3	41	1	1	1	0	0
15079	2	2	14	1	1	1	0	0
15183	1	3	50	1	1	1	0	0
15218	2	2	48	1	1	1	0	0
15249	1	3	1	0	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
15281	2	3	6	1	1	1	0	0
15710	1	3	14	1	1	1	0	0
15953	1	3	10	1	1	1	0	0
16007	1	3	10	1	1	1	0	0
16171	2	3	1	1	1	1	0	0
16765	2	2	44	1	1	1	0	0
17458	1	2	48	0	1	1	0	0
17963	2	2	48	0	1	1	0	0
17971	2	4	14	0	1	0	0	0
17983	1	3	5	1	1	1	0	0
17991	1	3	17	1	1	1	0	0
18008	1	4	33	1	1	1	0	0
18071	1	3	14	1	1	1	0	0
18106	1	3	3	1	1	1	0	0
18269	1	3	14	1	1	1	0	0
18382	1	3	33	1	1	1	0	0
18647	1	2	33	1	1	1	0	0
18815	1	4	33	1	1	1	0	0
18845	1	3	40	1	1	1	0	0
18856	2	3	33	1	1	1	0	0
18874	1	3	6	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
18905	2	2	14	0	1	0	0	0
19394	2	2	14	0	1	1	0	0
19414	1	2	44	1	1	1	0	0
19455	2	3	6	1	1	1	0	0
19461	2	3	16	1	1	1	0	0
19482	2	2	33	1	1	1	0	0
19488	2	3	5	1	1	1	0	0
19509	2	2	23	1	1	1	0	0
19802	2	3	5	1	1	1	0	0
20264	2	2	36	1	1	1	0	0
20428	1	3	5	1	1	1	0	0
20461	1	2	5	0	1	1	0	0
20462	1	3	5	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
20463	2	2	33	0	1	1	0	0
20857	1	3	36	1	1	1	0	0
20927	1	3	36	1	1	1	0	0
20966	1	3	33	1	1	1	0	0
21121	1	2	50	0	1	1	0	0
21155	1	2	48	1	1	0	0	0
21244	2	2	15	1	1	1	0	0
21586	1	3	22	1	1	1	0	0
21626	1	3	14	1	1	1	0	0
21720	2	3	33	1	1	1	0	0
21724	1	3	14	1	1	1	0	0
21881	2	2	39	1	1	1	0	0
21886	2	2	33	1	1	1	0	0
21901	2	2	18	1	1	1	0	0
21922	1	2	22	1	1	1	0	0
21927	2	2	33	0	1	1	0	0
21931	1	3	3	1	1	1	0	0
21936	1	3	26	1	1	1	0	0
21946	2	3	33	0	1	1	0	0
21968	2	2	17	0	1	1	0	0
21981	1	3	33	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
22009	1	3	15	1	1	1	0	0
22046	2	2	33	0	1	1	0	0
22111	1	3	33	1	1	1	0	0
22149	2	4	31	0	1	1	0	0
22155	1	3	14	1	1	1	0	0
22164	1	3	14	1	1	1	0	0
22210	2	3	23	1	1	1	0	0
22310	1	2	36	1	1	1	0	0
22316	2	3	33	1	1	1	0	0
22326	2	3	5	1	1	1	0	0
22335	1	3	14	1	1	0	0	0
22350	2	3	33	1	1	1	0	0
22368	2	2	31	1	1	1	0	0
22387	1	3	5	1	1	1	0	0
22540	1	3	19	0	1	1	0	0
22616	2	2	34	1	1	1	0	0
22632	1	3	33	1	1	1	0	0
22637	1	3	33	0	1	0	0	0
22644	2	2	33	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
22659	2	3	10	1	1	1	0	0
22669	1	2	33	1	1	1	0	0
22685	1	3	48	1	1	1	0	0
22696	2	3	44	1	1	1	0	0
22738	1	2	3	1	1	0	0	0
22771	1	3	23	1	1	1	0	0
22818	2	3	14	1	1	1	0	0
22832	1	3	26	1	1	1	0	0
22856	1	3	6	1	1	1	0	0
22907	1	2	48	0	1	1	0	0
22923	2	3	38	1	1	1	0	0
22970	1	3	22	1	1	1	0	0
22989	2	3	48	0	1	1	0	0
22994	2	3	39	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
23015	2	3	47	1	1	1	0	0
23068	2	3	48	1	1	1	0	0
23267	1	3	40	1	1	1	0	0
23346	1	2	36	1	1	1	0	0
23374	1	3	14	1	1	1	0	0
23409	1	2	3	1	1	1	0	0
23421	1	3	5	1	1	1	0	0
23647	1	3	21	1	1	1	0	0
23897	2	3	47	1	1	1	0	0
23902	1	2	10	1	1	1	0	0
23921	2	2	18	1	1	1	0	0
23934	1	2	34	1	1	1	0	0
23950	2	2	14	1	1	1	0	0
23969	1	3	5	1	1	1	0	0
24035	1	3	14	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
24047	1	3	14	1	1	1	0	0
24063	1	3	14	1	1	1	0	0
24081	2	2	41	1	1	1	0	0
24095	1	3	14	1	1	1	0	0
24111	1	3	36	1	1	1	0	0
24137	1	3	5	1	1	1	0	0
24256	1	2	10	0	1	1	0	0
24374	1	2	10	0	1	1	0	0
24377	1	3	14	1	1	1	0	0
24833	2	3	36	1	1	1	0	0
24834	1	3	21	1	1	1	0	0
24838	1	2	11	1	1	1	0	0
24847	2	2	36	1	1	1	0	0
24865	1	2	43	0	1	1	0	0
24933	1	3	44	1	1	1	0	0
25063	2	2	25	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
25069	2	3	36	1	1	1	0	0
25110	2	2	44	1	1	1	0	0
25114	2	3	5	1	1	1	0	0
25152	2	3	11	1	1	1	0	0
25162	1	2	29	1	1	1	0	0
25246	1	2	23	1	1	1	0	0
25249	1	3	5	1	1	1	0	0
25293	1	2	14	1	1	1	0	0
25300	1	2	29	1	1	0	0	0
25316	1	3	47	1	1	1	0	0
25358	1	2	44	1	1	1	0	0
25364	1	2	21	1	1	1	0	0
25373	1	3	6	1	1	1	0	0
25383	1	3	10	1	1	1	0	0
25388	1	2	44	1	1	1	0	0

				Q10: During the next six (6) months, which of the following products, if any, do you think that you personally will purchase?				
Respondent ID	Q4: Gender	Q5: Age	Q6:State	Art supplies for a child who is, or will be, three to five years old	Baby products for a baby who is, or will be, zero to three months old	Home improvement products for a house or apartment	None of the above	Don't know
25391	1	3	29	1	1	0	0	0
25395	1	2	10	0	1	1	0	0
25401	1	3	10	1	1	1	0	0
25406	1	3	44	1	1	1	0	0
25676	1	3	43	1	1	1	0	0
25681	1	3	10	1	1	1	0	0
26274	1	3	5	1	1	0	0	0
26320	1	3	4	1	1	1	0	0
26536	1	2	29	1	1	1	0	0
26539	1	2	37	1	1	1	0	0
26541	1	3	5	1	1	0	0	0

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
463588154	1	1	1	0	0		5
463595625	1	1	1	0	0		3
463620518	1	1	1	0	0		5
463634653	1	1	1	0	0		4
463635235	1	1	1	0	0	4	
463647586	1	1	1	0	0	3	
463648827	1	1	1	0	0		4
463651137	1	1	1	0	0	4	
463694021	1	1	1	0	0		5
463734225	1	1	1	0	0	4	
463776219	1	1	1	0	0	5	
463913211	0	1	0	0	0	4	
464024164	1	1	1	0	0		5
464053891	1	1	1	0	0		5
464057400	1	1	1	0	0	5	
464132593	0	1	1	0	0		5
464165719	1	1	1	0	0	4	
464459806	0	1	1	0	0		4
464485480	1	1	1	0	0		5
464729777	1	1	1	0	0		5
464769300	1	1	1	0	0	4	
464786445	0	1	0	0	0	5	
464803122	1	1	1	0	0	4	
464912243	1	1	1	0	0		3

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
464913196	1	1	1	0	0	5	
464913417	1	1	1	0	0	3	
464914305	1	1	1	0	0	3	
464914926	1	1	1	0	0	5	
464915367	0	1	0	0	0		5
464918061	1	1	1	0	0	4	
464997625	1	1	1	0	0	5	
465125276	1	1	1	0	0	5	
465140922	1	1	1	0	0		5
465176763	1	1	1	0	0		4
465187303	1	1	1	0	0	0	
465450557	1	1	1	0	0	4	
465813546	1	1	1	0	0		5
466083390	1	1	1	0	0		5
466140023	1	1	1	0	0	5	
466523254	1	1	1	0	0		5
466534831	1	1	1	0	0		2
466736724	1	1	1	0	0		5

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
466814734	1	1	1	0	0	5	
466881415	1	1	1	0	0	5	
466916588	1	1	1	0	0		4
466953572	1	1	1	0	0	5	
467057176	1	1	1	0	0		5
60	1	1	1	0	0		5
68	1	1	1	0	0		4
69	1	1	1	0	0	5	
71	1	1	1	0	0	5	
104	1	1	1	0	0	4	
151	1	1	1	0	0		5
332	1	1	1	0	0	5	
358	1	1	1	0	0		5
370	1	1	1	0	0	5	
431	1	1	1	0	0		4
432	1	1	1	0	0		5
448	1	1	1	0	0		4
453	1	1	1	0	0		5

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
464	0	1	1	0	0		4
493	1	1	1	0	0		5
586	0	1	1	0	0	4	
603	1	1	1	0	0		4
605	1	1	1	0	0		5
623	1	1	1	0	0	5	
647	1	1	1	0	0		5
652	1	1	1	0	0		5
702	1	1	0	0	0	5	
710	1	1	1	0	0	4	
828	1	1	1	0	0	5	
991	0	1	1	0	0	5	
1437	1	1	1	0	0		5
1558	1	1	1	0	0		5
1571	1	1	1	0	0	5	
1592	1	1	1	0	0		5
1607	1	1	1	0	0	5	
1624	1	1	1	0	0	4	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
1649	1	1	1	0	0	5	
1668	0	1	1	0	0		5
1674	1	1	1	0	0	5	
1680	1	1	1	0	0	5	
1685	1	1	1	0	0		4
1698	1	1	1	0	0		5
1711	1	1	1	0	0	5	
1759	1	1	1	0	0		4
1816	1	1	1	0	0		5
1849	1	1	1	0	0		5
1894	1	1	1	0	0	5	
1905	1	1	1	0	0	4	
1949	1	1	1	0	0	5	
1955	1	1	1	0	0		5

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
1984	1	1	1	0	0		5
2005	1	1	1	0	0	5	
2075	1	1	1	0	0		4
2263	1	1	1	0	0	3	
2269	1	1	1	0	0	4	
2276	1	1	1	0	0	4	
2319	1	1	1	0	0	5	
2335	1	1	1	0	0		4
2342	1	1	1	0	0	5	
2356	1	1	1	0	0		4
2682	1	1	1	0	0		5
2694	1	1	1	0	0		5
2775	1	1	1	0	0	5	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
2816	1	1	1	0	0		5
2905	1	1	1	0	0	3	
2973	1	1	1	0	0	5	
3004	1	1	1	0	0		3
3500	1	1	1	0	0		5
3542	1	1	1	0	0		5
3600	1	1	1	0	0	3	
3766	0	1	1	0	0	4	
4192	1	1	1	0	0	5	
4324	1	1	1	0	0	4	
4612	1	1	1	0	0		4
4753	1	1	1	0	0		4
4857	0	1	1	0	0	5	
5123	1	1	1	0	0		5

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
5165	1	1	1	0	0		5
5182	1	1	1	0	0	5	
5258	1	1	1	0	0	4	
5283	1	1	1	0	0	4	
5327	1	1	1	0	0	4	
5339	1	1	1	0	0		5
5340	1	1	1	0	0		4
5343	0	1	1	0	0	5	
5349	1	1	1	0	0	4	
5633	1	1	1	0	0	4	
5652	1	1	1	0	0	4	
5745	1	1	1	0	0	5	
6337	1	1	0	0	0		3

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
6736	1	1	1	0	0		4
6973	1	1	1	0	0		4
7495	1	1	1	0	0	5	
7526	1	1	1	0	0		5
7543	1	1	1	0	0		5
7756	1	1	0	0	0		5
8086	1	1	1	0	0		5
8189	1	1	1	0	0	4	
8203	1	1	1	0	0		2
8224	1	1	1	0	0	5	
8233	1	1	1	0	0		4
8254	1	1	1	0	0	5	
8258	1	1	1	0	0	5	
8450	1	1	1	0	0		4
8461	1	1	1	0	0		5
8470	1	1	1	0	0	5	
8614	0	1	1	0	0	5	
8845	1	1	1	0	0	5	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
8878	0	1	1	0	0	4	
9016	1	1	1	0	0	5	
9356	1	1	1	0	0		4
9373	1	1	1	0	0	4	
9395	1	1	0	0	0		5
9443	0	1	1	0	0		3
9971	1	1	1	0	0		4
10000	1	1	1	0	0		5
10002	1	1	1	0	0		4
10462	1	1	1	0	0		5
10513	1	1	1	0	0	4	
10924	1	1	1	0	0	4	
10963	1	1	1	0	0		4
10995	1	1	1	0	0	5	
11016	1	1	1	0	0	5	
11021	1	1	1	0	0		5
11092	1	1	1	0	0	4	
11221	1	1	1	0	0		5
11259	1	1	1	0	0		5
11267	1	1	1	0	0		4

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
11279	1	1	1	0	0		5
11295	1	1	1	0	0	4	
11394	1	1	1	0	0		5
11397	1	1	1	0	0		4
11551	1	1	1	0	0	4	
11553	1	1	1	0	0		5
11555	1	1	1	0	0	5	
11561	1	1	1	0	0	4	
11571	1	1	1	0	0	4	
11573	1	1	1	0	0		5
11586	1	1	1	0	0	5	
11588	1	1	0	0	0		5
11603	1	1	1	0	0		5
11606	1	1	1	0	0	5	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
11653	1	1	1	0	0		5
11678	1	1	1	0	0		5
12146	1	1	1	0	0	5	
12279	1	1	1	0	0		4
12310	1	1	1	0	0		4
12313	1	1	1	0	0	5	
12317	1	1	1	0	0	5	
12319	1	1	1	0	0		5
12322	1	1	1	0	0	5	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
12376	1	1	1	0	0	4	
12409	1	1	1	0	0		4
12475	1	1	1	0	0		5
14224	1	1	1	0	0		5
14507	1	1	1	0	0		4
14557	1	1	1	0	0		4
14566	1	1	1	0	0		4
14665	1	1	1	0	0		5
15040	1	1	1	0	0	5	
15077	1	1	1	0	0		5
15079	1	1	1	0	0	4	
15183	1	1	1	0	0		5
15218	1	1	1	0	0	4	
15249	1	1	1	0	0		5

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
15281	1	1	1	0	0		5
15710	1	1	1	0	0	5	
15953	1	1	1	0	0		5
16007	1	1	1	0	0	5	
16171	1	1	1	0	0		4
16765	1	1	1	0	0		4
17458	1	1	1	0	0		5
17963	1	1	1	0	0		4
17971	0	1	1	0	0	5	
17983	1	1	1	0	0		5
17991	0	1	1	0	0	5	
18008	0	1	1	0	0		5
18071	1	1	1	0	0		5
18106	1	1	1	0	0	4	
18269	1	1	1	0	0	5	
18382	1	1	1	0	0		5
18647	1	1	1	0	0		5
18815	0	1	1	0	0	3	
18845	1	1	1	0	0		5
18856	1	1	1	0	0	4	
18874	1	1	1	0	0		4

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
18905	1	1	1	0	0	5	
19394	1	1	1	0	0	5	
19414	1	1	1	0	0	5	
19455	1	1	1	0	0		4
19461	1	1	1	0	0	4	
19482	1	1	1	0	0		5
19488	1	1	1	0	0		5
19509	1	1	1	0	0	5	
19802	1	1	1	0	0	5	
20264	1	1	1	0	0		5
20428	1	1	1	0	0		4
20461	1	1	1	0	0		4
20462	1	1	1	0	0		5

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
20463	1	1	0	0	0		5
20857	1	1	1	0	0		4
20927	1	1	1	0	0	5	
20966	1	1	1	0	0		5
21121	1	1	0	0	0		4
21155	1	1	1	0	0		5
21244	1	1	1	0	0	4	
21586	1	1	1	0	0	5	
21626	1	1	1	0	0		5
21720	1	1	1	0	0		5
21724	1	1	1	0	0		5
21881	1	1	1	0	0	4	
21886	1	1	1	0	0		4
21901	1	1	1	0	0	5	
21922	1	1	1	0	0	3	
21927	1	1	1	0	0	5	
21931	1	1	1	0	0		4
21936	1	1	1	0	0		5
21946	0	1	1	0	0	5	
21968	1	1	1	0	0	4	
21981	1	1	1	0	0	5	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
22009	1	1	1	0	0	5	
22046	1	1	1	0	0	4	
22111	1	1	1	0	0		5
22149	0	1	1	0	0		5
22155	1	1	1	0	0		5
22164	1	1	1	0	0	5	
22210	1	1	1	0	0	5	
22310	1	1	1	0	0		5
22316	1	1	1	0	0	4	
22326	1	1	1	0	0	4	
22335	1	1	1	0	0	4	
22350	1	1	1	0	0		5
22368	1	1	1	0	0		5
22387	1	1	1	0	0	4	
22540	1	1	1	0	0		5
22616	1	1	1	0	0	5	
22632	1	1	1	0	0		5
22637	1	1	0	0	0	5	
22644	1	1	1	0	0	5	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
22659	1	1	1	0	0	3	
22669	1	1	1	0	0		5
22685	1	1	1	0	0		5
22696	1	1	1	0	0	5	
22738	1	1	1	0	0		4
22771	1	1	1	0	0		4
22818	0	1	1	0	0	4	
22832	1	1	1	0	0		4
22856	1	1	1	0	0		5
22907	1	1	1	0	0	5	
22923	1	1	1	0	0	5	
22970	1	1	1	0	0		5
22989	0	1	1	0	0		5
22994	1	1	1	0	0	4	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
23015	1	1	1	0	0		5
23068	1	1	1	0	0		5
23267	1	1	1	0	0	4	
23346	1	1	1	0	0	4	
23374	1	1	1	0	0		5
23409	1	1	1	0	0		4
23421	1	1	1	0	0		5
23647	1	1	1	0	0	5	
23897	1	1	1	0	0	5	
23902	1	1	1	0	0		5
23921	1	1	1	0	0		5
23934	1	1	1	0	0	3	
23950	1	1	1	0	0		5
23969	1	1	1	0	0	4	
24035	1	1	1	0	0		5

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
24047	1	1	1	0	0	5	
24063	1	1	1	0	0		5
24081	1	1	1	0	0		4
24095	1	1	1	0	0	5	
24111	1	1	1	0	0		5
24137	1	1	0	0	0		4
24256	1	1	1	0	0		5
24374	1	1	1	0	0	5	
24377	1	1	1	0	0	5	
24833	1	1	1	0	0	5	
24834	1	1	1	0	0		5
24838	1	1	1	0	0		3
24847	1	1	1	0	0	5	
24865	1	1	1	0	0		4
24933	1	1	1	0	0	5	
25063	1	1	1	0	0	5	

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
25069	0	1	1	0	0	4	
25110	1	1	1	0	0		5
25114	1	1	1	0	0		5
25152	1	1	1	0	0		5
25162	1	1	1	0	0	5	
25246	1	1	1	0	0		5
25249	1	1	1	0	0	5	
25293	1	1	1	0	0		4
25300	1	1	1	0	0		4
25316	1	1	1	0	0		5
25358	1	1	1	0	0	5	
25364	1	1	1	0	0		4
25373	1	1	1	0	0	4	
25383	1	1	1	0	0	5	
25388	1	1	1	0	0		5

	Q11: During the next six (6) months, which of the following baby products, if any, do you think that you personally will purchase for a baby who is, or will be, zero to three months old?					Q30: Assume that the price of the baby product that you just examined is comparable to the price of other such baby products available in stores. If you were thinking of buying a baby product and you saw the product that you just examined, how likely would you be to buy this product?	
Respondent ID	Baby toy to entertain or educate a baby	Baby product to put a baby to lay, sit, sleep, be soothed, or play in	Baby clothing	None of the above	Don't know	Q30A	Q30B
25391	1	1	1	0	0		5
25395	1	1	1	0	0		5
25401	1	1	1	0	0	5	
25406	1	1	1	0	0	5	
25676	1	1	1	0	0	5	
25681	1	1	1	0	0	5	
26274	0	1	1	0	0	5	
26320	1	1	1	0	0	5	
26536	1	1	1	0	0	4	
26539	1	1	1	0	0		5
26541	1	1	1	0	0	5	

			Q50: Before buying a baby product like the one you examined, would you or wouldn't you try to get information about such baby products?			
Respondent ID	Q40: What makes you say that you (INSERT ANSWER FROM Q.30A/Q.30B)?	Q41: Any other reason or reasons why you (INSERT ANSWER FROM Q.30A/Q.30B)?	Q50A	Q50B	Q51: From where or from which source or sources would you try to get information about such baby products?	Q52: From where else or from which other source or sources, if at all, would you try to get information about such baby products?
463588154	Royal royal blue blue cross	I like this app but		1	Internet internet service is	I don't think it's going
463595625	would depend on price and what I decide to buy. looks like nice product.	answered both ways last box		1	usually description, also reviews and product website	again answered in the last box
463620518	the quality	none		1	google or website	none
463634653	It looks new and interesting	None		3		
463635235	it looks like a useful product so that the baby can be safely put down		1		other parents of infants	I would ask other parents of infants for their experience and opinion on whether or which products are helpful to have
463647586	not sure it fits a need.	not really	1		not sure. on lin and friends maybe	none
463648827	It looked like a very interesting type of product, also very convenient as well.	I will probably buy it because it looked very convenient.		1	I looked about these products on parenting forums	Mostly at the store or with other parents
463651137	it looks comfy	keeps baby entertained	1		amazon reviews	walmart
463694021	I like the appearance of it	No other reason		1	the website	no other
463734225	It looks nice for the kids	No other reason	1		I want to know what is up	That's all for what it is
463776219	it could be a great option for me	anything at all	1		it cna be a great option for me	it would be a good statements for more secure
463913211	looks comfortable and portable	for a grandchild	1		check the internet to compare with others	Amazon.com
464024164	something that is good for my baby	looks like a good investment		1	i would read reviews online	no none
464053891	this is soo much comfortable	brand is soo much unique		1	walmart	target
464057400	it is a premium quality	it is a good brand	1		google	amazon
464132593	for my children	I think it's suitable for my child		1	Baby site	google
464165719	this product design and quality much better but don't know its better for me or not	no	1		facebook,website,google ,any other	google.com
464459806	LOOKS LIKE A USEFUL QUALITY ITEM.	NO OTHER REASON		1	GOOGLE SEARCH	MANUFACTURES WEBSITE
464485480	I trust Fisher Price products and it is definitely something a baby needs	no		1	On a stores website	not sure
464729777	VECAUSE THIS IS VERY WELL SO I LIKE IT	. CAUSE THIS IS VERY EXCELLENT QUALITY PRODUCT SO I LIKE A LOT.		1	NONE	CAUSE THISIS IS VERY WELL
464769300	It seems like a quality product to buy for a baby.	There are currently no other reasons.	1		I would look online for additional information.	I would look at store websites and on google.
464786445	best prices	best brand	1		all of it here	yes
464803122	it would make a great gift for someone i know who is having a baby	its a perfect gift for those with little ones who can take a nap in this	1		reviews on it and how its made and the costs	google the reviews and also the retailers who sell this product and look at the features of it
464912243	We haven't had our baby shower yet, so we may get something similar and not have to buy.	No		1	I research everything I buy, so I want to get the best value for my money.	No

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Respondent ID	Q40: What makes you say that you (INSERT ANSWER FROM Q.30A/Q.30B)?	Q41: Any other reason or reasons why you (INSERT ANSWER FROM Q.30A/Q.30B)?	Q50A	Q50B	Q51: From where or from which source or sources would you try to get information about such baby products?	Q52: From where else or from which other source or sources, if at all, would you try to get information about such baby products?
464913196	Reliable and affordable	Trusted	1		Internet	Friends and family
464913417	It doesn't look like it plays any sounds, nor gives the baby things to play with. Also doesn't look like it rocks	May not actually soothe the baby	1		Facebook groups I am in, product reviews on websites.	Amazon
464914305	I am pretty sure that rock n plays were declared unsafe for babies due to the amount of deaths during usage. That being said, I do not feel very enthusiastic about purchasing one.	none	1		I would definitely go online and read a lot of reviews. I would want the good, the bad, and the ugly about the product so that I could decide if it was something that I wanted.	I would first search google for reviews and then I would take to amazon as well.
464914926	its comfy and cute and has many settngs	it looks easy to store aswell	1		review sites	facebook groups
464915367	it looks comfortable	it looks so good		1	google	youtube
464918061	It looks like it can be collapsed into a smaller size which is easy for travel or storage and looks very soft and cute.	I like that you can attach toys to it as well	1		Google, reviews, product details	Family and friends input.
464997625	Every parent I think needs something to soothe their baby and it's very helpful! This will help an infant sleep, calm down or soothe. It's tough in the beginning and this product could be a lifesaver!	It's from Fisher Price, a trustworthy brand.	1		Google search	Store
465125276	it is great	nothing	2			
465140922	none	none		2		
465176763	I think that this might just be what I'm looking for!	I wan to try it out!		1	I would need to find the best for my child.	Amazon I think
465187303			1		Ask my son.	Ask my daughter-in-law.
465450557	The packaging and feature set is appealing to me.	I actually need one of these right now.	1		the internet	not too sure
465813546	I like the look of it. It looks comfortable and a great place for naps. It's also made by a reputable company.	No other reasons.		1	I would search for any information through Google, maybe get some feedback from Amazon.	Mainly Google and Amazon.
466083390	i thought that it was great	not sure		1	walmart.com	not sure
466140023	THIS WOULD BE A VERY SAFE PRODUCT FOR A BABY	I WAS LOOKING FOR SOMETHING LIKE THIS SIMILAIR TO USE	1		FROM GOOGLE OR THE BRAND WENSITE	REDDIT OR SOCIAL MEDIA
466523254	Because is a good product	nothing more		1	because i liked	like this product
466534831	too expensive	none		1	online	none
466736724	Because the baby looked safe	None		1	Internet	Online

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Respondent ID	Q40: What makes you say that you (INSERT ANSWER FROM Q.30A/Q.30B)?	Q41: Any other reason or reasons why you (INSERT ANSWER FROM Q.30A/Q.30B)?	Q50A	Q50B	Q51: From where or from which source or sources would you try to get information about such baby products?	Q52: From where else or from which other source or sources, if at all, would you try to get information about such baby products?
466814734	I would buy this product because it has an incline, a headrest, and plush fabrics that are comfortable for babies.		1		I would go to amazon.com because the site has sufficient information and reviews about a large variety of products.	
466881415	I have used one in the past with my other child and they work so well and help so much	they are helpful	1		amazon.com or google	google
466916588	Beucase I like it, simple but effective.	None other.		1	Need to know most I can when a baby product is about.	None else.
466953572	i like the design and the price	none	1		google	amazon
467057176	because it looks cool	it looks really cool		1	the site or manufactuerer	none
60	seems very comfortable and safe	Fisher-Price brand		1	online	family and friends
68	It seems like a nice product and made by a good trustworthy company.	It is probably fairly priced and is a great product for a baby.		1	Search for more information online at manufacturers website.	In store from store employee
69	because is amazing product	because is great price	1		in online	google
71	The product looks safe for my baby to stay in, comfortably.	It has high safet standards. It looks soft and comfortable.	1		I would go to my baby forums in which I participate. I would go to shops (online) to research more. I may connect with Consumer Affairs page to see reviews of it	Retailer pages
104	it's made by a prestigious brand	This new product is very attractive	1		Amazon	Google
151	looks great	perfect fits for my baby.		1	internet	Social media
332	It is made by fisher price a company that knows how to make baby products	The company history	1		Google	Amazon
358	Seems high quality and looks like something I would buy.	Nope		1	Online, reviews	
370	for it looks like something I could use for a baby shower or should I myself have another child	looks like it's a high quality product	1		google, youtube and other online searches. Along with in store sources, to learn as much as I can before buying.	nothing else comes to mind.
431	It looks very comfortable for baby			1	google, amazon	Walmart
432	It's a nice product .Highly recommended. Thank you.	The price looks great. Thank you.		1	I would use sources such as google and bing. Great resources.	I would also do bing and other similar ones.
448	It seems like something that my child would like.	It seems like a good deal		1	I would use the products website.	I would use amazon for reviews
453	the value	any		1	amazon	amazon

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464	Looks really nice for a baby, so when I'm going to purchase I'm going to considerate buying the product	It's beautiful for a baby and a good present		1	Primarily for the brand and for social medias too	Some friend or costumer
493	it will be good for my baby	its from a well known and trustworthy brand		1	online website like google , amazon etc	parenting websites
586	Looks like good product from a well known company that makes baby products	Looks like it would be good to soothe a baby to sleep	1		manufacturer, review sites	word of mouth, social media
603	Fischer Price is a safe and innovative brand, it has been around for a long time, I like the design of the product and looks very durable and would work well	the product is unique , safe, and technology advanced		1	the Fisher Price website, Amazon, EBAY	Babies r us, General web searches
605	It looks like the baby was enjoying it and I want what's best for my child	No		1	Online	Friends/Family
623	very good for them	made very good	1		the prices	want to see how much they sell for
647	i think they are great for the baby	it gives the baby a safe space to lay so i can do what i need to do		1	i would check reviews on something like amazon or targets site	other sites like walmart
652	i really think my baby would like it alot	it would be safe for baby too		1	google amazon baby mom blogs	no
702	I love the rock and play	Best rest toy for baby	1		Consumer reports	Online for yahoo searcg
710	I don't understand really why the product is at an inclined angle instead of flat. The baby may fall from it.	the quality of the product may not be good	1		Target, Amazon and websites	macys
828	I like the product's package it's very attractive .	I'd love to try a different brand.	1		Product's website	I google it usually.
991	the product is really comfortable for my child	this seems so modern technology	1		google and online websites	from friends and family
1437	Offers the best quality	it's made by a prestigious brand		2		
1558	look unique	others		1	good one	unique product
1571	this is on my daughter wish list, it also help the baby sleep and sooth easier	it has a soft covering	1		i would get rearview from Amazon if the product was on there	the product site it self
1592	it looks safe	very comformation		1	fisher	safe
1607	I like the design it looks comfortable and soothing for a baby.	It has a toy attached which is convenient.	1		Amazon.com or Walmart.com is where I would go.	Google
1624	The product is comfortable and safe	It has cool features	1		Review sites like amazon	Toy safety sites

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1649	because is amazing and attractive product	no other	1		google and Facebook	no other
1668	IT IS PERFECT FOR MY BABY AN HIS NEEDS.	QUALITY IS GOOD		1	PRODUCT WEBSITE	ONLINE SEARCH
1674	this is innovative and unique	no other reasons	1		brand website	no other places
1680	It looks like something that I would use	Just think it is cute	1		I would look online	Manufactures website
1685	it seems like it would be a great product and something a baby would enjoy.	it looks cozy and comforting		1	I would search online for more information and reviews	i would also ask friends and family members
1698	for the experience of company	is excellent for kids		1	from the official website, store or google	online
1711	It seems like a really good product and i would love to get this for my baby	It seems like a really good product that my baby would like	1		I would try to look it up on google or on youtube	I would try to look it up on the social media that i use
1759	it looks like its high quality and something that would be great for a baby to sleep/lounge in. i like that it's supportive, vibrates, and helps a baby to feel snuggled up. i think this would be great to put the baby in when you need to get things done, especially one that likes to be held all the time.	it helps that its cute and has neutral colors so it could be used for any gender and would look good with any home/nursey decor.		1	i would just want reviews from people who have tried the product before	social media
1816	quality and security	excellent product		1	newspaper, web site	Mattlei
1849	its easy to use	the brand		1	google	amazon
1894	first of all it looks so cute. plus it will comfort my little one. and I trust the company to make great products. well-made is what I meant.	I like the Bear logo. I know my little one can't see it but I can it's very cute	1		amazon reviews and then buy it elsewhere. lol. plus the product website	maybe go to the store and look at it first hand
1905	Looks like it would be nice for a baby to sleep or be awake in. Like the soft plush lining as well and that inclines so baby can be watching	plush lining, added insert for infants, inclining and various positions	1		fisher price manufacturer and possibly consumer reports	yelp, consumer reports and manufacturer
1949	Excellent quality product.	I love it.	1		Walmart	Amazon
1955	I was already thinking of purchasing something like this	Looks comfy for my baby		1	brand's website, customer reviews	retail's website

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1984	When my first child was born 25 years ago, I had found a vibrating clip that you could clip onto a baby carrier. He really liked it. To have it integrated is perfect and something I want to have for my grandchild.	I have firsthand experience on how vibrations can soothe a baby.		1	I would search for the product online and read reviews of people that have used it. I would also be cognizant of any recalls on the product.	I would look on the Fisher Price website, probably Amazon and other sites that may sell it...like Babies R Us.
2005	Because it is cute and i think my baby would have fun with it.	Because it has alot of features to use for baby.	1		Retailer websites and Search Engines.	Brand Websites Retailer Stores
2075	I think that it looks like a quality product.	It would fill a need and it is from a good brand.		1	I would look in stores and I would also check online to find information about products like these.	I would talk to friends and see what they might recommend.
2263	I would want to shop around and see whether there were other offerings that might last longer (baby grows out of ability to use upon becoming mobile at all)	The name was a little silly.	1		I'd search product reviews on the internet. Both consumer and expert reviews.	I might ask friends, but that's about it.
2269	it looks like a good rocker	i trust this brand	1		online	no where
2276	I LIKE THE QUALITY, BUT I FEEL LIKE THE PRICE	I LIKE THE MATERIAL	1		ONLINE	INSTAGRAM, SOCIAL MEDIA
2319	its a very great and amazing for every baby i think .fisher price is a very great brandes easy to use great easy price	overall this brands i like every thing best for my child	1		most of the information source of babay products is online platfrom	my frindes and family
2335	I like the brand. The product seems really comfortable. I like the possible incline	I'd like to see a professional review of the product first		1	some mommy blogs I know, people I know and trust if they have it	lucie's list is a pretty good one
2342	excellent product, very good quality and price	excellent product, very good quality and price	1		website	magazine
2356	I think it would be great for a baby to stay in. I love the vibrating feature, and I especially like that it can be folded for easy storage and transport.	It would make a great gift for parents that I know that have newborns.		1	I would read online reviews.	Just general Google searches and social media to see if anyone has experience with the product.
2682	very great brand and easy to use	great brand		1	from the internet basically	none
2694	It helps sooth the baby, it made by a good brand I can trust, it's very nice for home or travel	Soothing rocking motions		1	The internet reviews, reddit, baby/mama forums, facebook	No whjere else
2775	It's the best of its kind I've ever seen.	The best brand and It's perfect for what I looking for.	1		Brand's website and online browsing.	Toy stores.

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2816	The product looks really comfortable and easy to use for my baby	This from a great brand		1	Google amazon ebay target Walmart	Bestbuy
2905	Packaging seems cheap and somewhat dubious.	I like the general concept.	1		General Google search or phone call to my adoptive mother.	Doctor or pediatrician.
2973	It looks compact. I like that it doesn't use a lot of space in my tiny kitchen, it looks lightweight too. Safety restraints are there, looks very comforting and it vibrates too!	It is from fisher price brand, an established brand.	1		i will google reviews on the internet and join mom groups on facebook and ask their experiences. i will also watch youtube videos on the product and read comments.	Definitely try reading amazon reviews
3004	i guess it depends on if i were to be gifted one, i wouldnt buy it if i already had one. also the price matters.	no		1	google, fellow moms, mom groups	
3500	I love it because it could help my children health and be gentle. Amazing brand and product	I love it and could buy it		1	I would like to make a research in order to have the best product and brand to help my children	Amazon, Walmart,
3542	I wish I'd had something like this when My kids were small babies. It has everything I was looking for then.	I know the recipient will love it		3		
3600	I would need more information such as prices	There is none in particular	1		I ask around with my friends and also my searching online	None at all
3766	I think this product great but I have this type of product in my home.	No nothing another reasons.	1		From internet using google search.	Google and Social sites.
4192	it looks convenient for my child.	it looks comfort.	1		from google	from online stores
4324	this product is very unique and different from other	NA	1		i get information from online resources .	
4612	The brand is the best choice for the products	The product is needed		1	The internet	The product on the shelf
4753	the way it looks and the cost	that it help the baby		1	love the look	walmart
4857	looks like the baby is comfortable in it.	Looks like a very good product.	1		I would go to the website.	I would google the product.
5123	looks like a nice bassinet to keep a infant in, nice cover on it	look very stable		1	i would google to see if any recall or safety issues	maybe go to CR and see if they have any info on it

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5165	Fisher-price products are known to be durable, strong, comfortable for the baby	I know a few people who use fisher price products and have used it for three of their children and it is still going strong		1	The products website, online stores like Amazon or Walmart, I would also get information from people who are already using the product	Baby product online magazines or print magazines, social media pages
5182	I think it's adorable and looks very comfy. I think babies would love it.	I think that it would last a long time and can be pass down as while.	2			
5258	That type of product is what I really need at home.It will give a me time while my baby at rest	I dont have this type of product at home.I like the features and compatibility of it	1		I will search them at google for any reviews and other information regarding the prioduct any stores like amazon,target or babies r us	i will search the product itself online
5283	I like the adjustable positions and it is easy to transport	seems like it would be good for soothing	1		Manufacturer website or retail stores	Social media check with other parents
5327	I think my baby would love it! My baby likes being rocked and this would be perfect for him.	It's made buy a great brand	1		Reddit and word of mouth	My wife
5339	I have used rock in plays before and gifted them to other people. They work great!	No.		2		
5340	I love fisher price, they are offering quality clothes.	I love the quality of fisher prices products		1	Different parenting Blogs.	Youtube Videos
5343	It looks like a comfortable chair for the baby to rest in, while I do things around the house.	It also rocks so it can soothe the baby.	1		I would google the information.	I would try to look for the information in parents or babies magazines.
5349	it seems like a cool product that my baby might like	none	1		family and friends recommendation	internet search
5633	It seems to be good and of good quality with acceptable price.	I need to try it	1		the website of the company	social media
5652	my baby would like it an sleep better	its a good brand	1		online reviews at amazon	parenting websites
5745	It looks good and I know kids would love it	none at this time	3			
6337	I am not needing a crate at this time	Nope, i think the design doesnt look bad		1	Online vendors like amazon	or the sellers' websites

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6736	I'm having a grandson in March and this would be perfect for him. It looks cozy and sturdy. I will try to get the best price on this item, but I hope it comes out before Christmas so I can put it under the tree for him.	It's Fisher Price		1	From the retailer, the box and any reviews it might have	I don't know
6973	it is easy to fold up and move to different location, cant tell if there is music but other than that i saw the vibration have always liked fischer price	it makes a great gift		1	consumer reports,baby magazine that review baby products for safety	pediatrician
7495	it is a good product to put my child in		1		Google search	
7526	Is a brand very good and of quality	s very good and have much variety		1	This brand is good, I like	Have details necessary for consumer
7543	im already buying on but it wasnt this one.. but this one seems better bigger with more padding	its better than the one i was going to buy		1	good and amazon reviews	baby regitry moms
7756	baby product review	good product so		1	definitely buy baby product with concern	comfort so
8086	i like this description a lot	is so good like that		1	google and reddit	linlelid
8189	It looks like a great product	Good price	1		Online	None
8203	I have heard that these products are dangerous	INfants have died in them.		1	Buybuy baby	None
8224	I like the product very much.	Because the product seems very appealing.	1		Mainly from social media and YouTube.	
8233	It looks like it is good quality	it looks great quality		1	facebook groups	instagram and google
8254	I always buy the latest fischer price brands and we have many babies who are new to the family.	It is a premium product made by a premium brand	1		Reading the directions itself and maybe watching a short video is enough for me to have enough information to buy this	None other
8258	it is very high quality	it would be very useful	1		online search engines	in the store
8450	this is a quality product that is safe and works well	it will work well		1	i would check safety information	i would do a web search
8461	It is comfortable looking meant for babies, and adjustable	The puppy is an added bonus		1	Amazon.com, google search	walmart or walmart.com
8470	excellent ideal	more attractive	1		amazon.com	walmart
8614	I HAVE SEEN BEST THINGS . I WILL BUY THIS , THIS WILL BE BEST FOR MY CHILD	YES , I AM GLAD TO SEE THIS	1		SOCIAL MEDIA, WEBSITE	FACEBOOK , WEBSITE
8845	because is amazing description product	no other	1		google and Facebook	no other

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8878	This is a potable and high quality carrier for a baby	I really like this product and it makes me excited to try	1		I would look on online blogs or forums	I would look on reddit.
9016	is great	high quality	1		search of google	
9356	It looks like a good product.	Looks comfy.		1	I would google the reviews.	
9373	it looks fun for the baby. and sturdy enough to last a while.	its useful	1		i would go on amazon and look at the reviews	
9395	different	great		1	webset	google
9443	I am the gma and not sure I would want to bend that far down to pick my gbaby up.	none		1	look for online reviews	na
9971	It looks very comfortable and warm for babies.	My brother's wife is pregnant and I want to buy them a present for the baby.		1	I would use Google to search for baby products.	I would ask my friends and family for recommendations.
10000	This product is useful for baby	this product id soo good		3		
10002	Seems like a good and reliable product and the brand is well known and trusted	If the price is too high I wouldn't buy it		1	Online websites, reviews, manufacturer website	Online websites, reviews, manufacturer website
10462	because the product is amazing and high quality	no other		1	google and online	no other sources
10513	it seems really good and it have a nice price	it seems excellent for me	1		i like to do reviews in internet	youtube
10924	It has a good presentation and excellent quality	I like their good designs	1		I would like to use social networks	I would like to see ads or videos online
10963	It would but it if it was for a boy but not a girl.	None		1	I usually google information a on all products	I would ask the parents
10995	because it looks great	it works	1		bestbuy	target
11016	it looks very easy to use	it is a very good name brand	1		google or amazon	youtube
11021	i say this because this looks like something that i could get a ton of use out of in the future	because this could be given to others when i am done with children		1	i would go to google and do an internet search	i might go to amazon
11092	I like the brand	No other	1		googling the brand	the brand's website
11221	it has a lot of diapers	it looks nice		1	from pampers and other brands	from huggies too
11259	of course i will buy this product and it will be soon.	the reason i will buy the product is because i am going to have a baby soon.		1	I will try to get such product online.	amazon online sopping.
11267	The various features packed into the product seem great. It's foldable for storage and carrying, machine washable and I think the soothing vibrations idea is pretty neat.	Explained reasoning in previous answer.		1	Typically my general approach is to do a general web search, look at some reviews and in some cases even watch a few YouTube videos to see if anyone's unboxed and reviewed it.	Steps I would take were explained in the previous question/answer.

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11279	because this product looks so good for the child i want to buy it for. the headrest looks nice and comfortable enough for a baby to lay its head on	this product just looks so perfect. i need it		1	online resources	google
11295	I like the design of it.	none	1		Amazon	none
11394	I really feel this product would make any baby comfortable. I think the material is soft and plushy and it will really make them at ease as they sit in it.	Fisher Price has always had good products and I know my mom used those types of products with me when I was a baby. I have a nephew and I would love to get this for him. When I have kids one day, this will definitely be on my list.		1	I would start with Google and the Fisher Price website. Then, I would work my way to Amazon to see who purchased this product and how they liked it.	I wouldn't search anywhere else after this.
11397	It has extra plash fabric and mesh sides	I think my baby would be safe in it		1	search online google to get reviews and details	facebook and pinterest
11551	I think the shapes and colors are nice.	No.	1		Google.com	I would ask my friends.
11553	It looks like it does not contain any unsafe material.	It looks baby friendly.		1	I would go to google or amazon.	Amazon reviews to see star reviews.
11555	Great product	Cool	1		Google search	Facebook
11561	I like that it gives the baby an incline platform and a swing as well	It looks comfortable and relatively secure	1		Amazon, Parenting Forums, YouTube	Reddit
11571	I would like to see it in person	price	1		different websites, blogs, and other parents	friends
11573	It's comfortable and that's what I like the most	it's comfortable for the baby		1	i would go to an actual store website	any other store
11586	This product are relateable to me . This is unique and different also this is appealing to me. I am interest to buy this product.	This is comfortable to baby.	1		customer review online or Youtube or social media review . Also recommendation from family .	
11588	I feel this is a wonderful and safe product	i feel it would help the baby to relax		1	I would want to make sure this product is safe	i would go to google and do online search
11603	I think it is perfect for children	It looks safe and I would want to know the cost		1	I would go into my parenting forums and I would also google and look for reviews on it.	I would probably go to a store website bc of the pandemic - but usually I would look at them online at different mass box store sites for a price comparison
11606	I really like the bear design that is on the seat itself and the overall product would be really great for a child because of the built-in rocking.	I like the ease of use of this product.	1		I would try to google information on it and get reviews from other consumers.	I would go onto the manufacturer's actual website.

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11653	The item looks comfortably for my son and I think he would like it. I also like how easy it is to store and move.	Depending on the price, I would definitely buy this product for my son.		1	I would first look on Google, then I would look on Walmart or Amazon.com	I might also look at Burlington because they have a good selection of baby items for good, cheap prices.
11678	It is a trusted brand name, the image on the package is very appealing, and it looks quite comfy and cozy for a little one to be comfortable in. It is easily adjustable to a good angle, and appears to be quite well constructed and safe	The whole concept is very appealing and the baby can be anywhere that is convenient for the Mom or the caretaker		1	Amazon would be my first choice to get reviews from other consumers, then the fisher price web site would be my second choice.	Should I need additional information, I would probably do a google search
12146	because it is necessary for the baby when he does not load the car and makes less space	it's much easier	1		from amazon , baby store	
12279	It's a well known brand, the cover is washable, it has calming vibrations to help sooth the baby and it looks appealing.	I know someone that has something similar and it works well for their baby.		1	Various websites including the brands own website and parenting/baby websites. I would also talk to family and friends who have recently had babies and purchased similar products.	I would talk to sales associates in stores to get their knowledge of the product including how well it sells.
12310	Looks comfortable and this type of chair is a must for babies	no		2		
12313	I would buy this product because its built by a very reputable company that has been around for years. I would also buy it because it looks safe and comfortable for baby.	N/A	1		Manufacturer website, recalls, reviews	
12317	it would be a very useful item	it would work very well	1		online search results	in the store
12319	I like the features and benefits this product has to offer to make my child feel comfortable.	I like the design and styling of this particular item.		1	General search on Google. I would also watch a couple videos on Youtube.	Youtube.com
12322	I like the features and the photo. I thnik my baby would be comfortable in this product		1		retailer's website, manufacturer's website and customers reviews	

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12376	This product is very convenient for infants to use. It is very comfortable for babies to lie on. At the same time, it is small in size and takes up little space. It can be moved at will.		2			
12409	This product is comfortable and soft, baby sleep comfortable, high safety, can avoid danger as far as possible			1	Amazon	
12475	It's convenient and can be used at any time, so that I can do other things while accompanying the baby.			1	Wal-Mart	
14224	It comes with so many pros. Its safe and calming for a baby. Something I never heard of.	I would also buy it because it is fisher price. They are know to have good product kid and toddlers.		1	I would go to the brands website to look at information,video etc on the specific product.	I would look at online reviews of people who have tried out the specific product.
14507	The quality of the product is really good	so my baby could have extra		1	From the reviews of the product	Researching online
14557	Looks soothing, easy to manage and transport, trusted brand name.	Portable, vibrating.		1	Ideally, customer reviews.	Friends and/or family.
14566	because it would be convenient, cozy and comfortable for the baby	premium material		1	manufacturers website or search engine	look for reviews in Amazon and such or look for Youtube videos
14665	it would be very useful	nothing else		1	online search results	in the store
15040	yes i like this product	i love the [product	1		gogle or the fisher price website	the store
15077	it is perfect for babies and it cuddles them and keeps them safe and warm and secure.	perfect for the comfort of ones babies and will pacify them while you get your house work or any thing done.		1	the parenting magazine would be my go to information source.	from the world wide web i would search the yahoo and google search engine.
15079	I think its something my baby will love	I was interested in buying one of these for my baby	1		I would look for information on the products website	
15183	Those are nice, help to calm a crying baby	Easier than rocking it yourself		2		
15218	Because it is of high quality Meets the needs of children Comfortable and warm The vibrations help the baby to get soothing The vibrations are good		1		Retail sites Social Media Opinions of experts Product Ratings	
15249	Because of the high quality and the safety of the child	nothing		1	The company's website	from the store

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15281	I like to try new product that help my baby to be comfortable			1	pharmatutor	Essentialbaby
15710	its calming and soothing	the brand	1		product reviews google	the manufatuer
15953	I like this type of product.	It's good quality product.		1	Online review site for many type of product.	Amazon review
16007	the product is very nice and well for my baby. the product description is nice	the product is very nice on baby skin the elements are also very virgin	1		the baby product is always a big issue to discuss on and it has to be perfect	the source is the article and a big media platform
16171	great quality	great quality		1	online	newspaper
16765	It's something for the baby to do.	It's a well known brand, and I have used a product like it before		1	I would look up the reviews on amazon. I would probably compare them on amazon, target, and walmart.	I get information on baby products from friends with kids
17458	all very good quality	quality		1	all	google
17963	It looks cozy I would look at comparable products and would make my decision on ratings	nope thats it		1	mother blogs products website	I would specifically look up ratings on the product from companies that carry it!
17971	LOVE EVRY THING IT GOT TO OFFER FOR MY GRANDCHILD.	NO	1		ON LINE AT BABY PRODUCT.	GO TO TARGET.CON AMAZON.COM
17983	Excellent product for children	Good learning for children		1	I will search it on google search engine	Fisher price baby products
17991	COMFORT AND SAFETY FOR MY BABY	BRAND SPECIALIZED IN BABIES	1		ROCKING CHAIR	BRANDS, COMFORT AND SAFETY
18008	good material and a trusted brand	like the rocking		1	i would google and make sure no bad reviews	amazon .buy buy baby
18071	it is a product that has an attractive design	It is a Fisher Price product. This brand is very recognized and is a leader in this industry		1	from the manufacturer's websites or online retailer stores.	Amazon.com
18106	i love it, good design, i like the pillow to keep support, the rocking is great,looks very comforabl,easy to transport also	fuisher price makes great products	1		amaon, in the sotre online search	from friends
18269	it would be very useful	no other reason	1		online search results	in the store
18382	it is very suitable	very attractive		1	website social media in the store	friends
18647	perfect and goodness for me	perfect and goodness for me		2		
18815	comes down to price comparison but I like product	no other	1		I would look at reviews	Ask people
18845	The Fisher-Price quality brand name.	The product itself.		1	Google search.	Amazon.com
18856	Packed with safety features Expensive Slim profile, eco-friendly fabrics	Lightweight Straightforward, simple installation Easy to clean	1		from internet (Amazon-wlmart) and my friends Doctors, and healthy care	Face book , Twitter , and Internet
18874	it is good	ts kind		1	The Internet and some shops	The Internet and some shops

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18905	I like how it vibrates, looks comfortable and soft, I have a newborn baby and I would say she would like this kind of product. I like the design and color.	perfect place to put my daughter when I'm working on the computer. She gets to be next to me and be comfortable.	1		Well, I would definitely to go Amazon and read reviews. I would also go directly to Fisher Price website to look closely at the product. I would also compare prices from different retailers.	I would check Target, Kohls.
19394	A main purpose of this product is to help soothe, seeing the neutral colors and the plush fabric along with the newborn insert makes this a very good option to choose.	I am not sure if the incline option is available in other similar products but I found that to be a favorable option.	2			
19414	Great quality product appeal	Excellent features included	1		Online manufactures	Online retailers
19455	Fit my needs	good gift		1	google, amazon, youtube review	family and friend
19461	I would like to learn a little more about the product, maybe read some reviews before I make up my mind on whether I would purchase it or not. However from what I see I really like the product.	If possible I would also like to touch and look at the product before I buy it. If I was not able to I would still consider the product.	1		I would google the product and try to find reviews on the product. I would also find the product online and read more about the product.	I would maybe ask family or friends about the product as well.
19482	the calming vibrations and plush designs would help keep baby comfortable and happy for sure	well known brand as well and trusted		1	if its safe or tested safe for baby to sleep or nap in as well	google
19488	what makes me say i would definately buy this product is it is safe for a newborn, more cuter theme, more activity to keep the newborn entertained, and easier to clean	no nothing else at all		1	i would go straight to their fischer price website to look up more information and also on their social media page too as well	i would also said amazon to read reviews
19509	I have bought this type of product in the past for other babys and it is a good thing to have with babies,	It is a great sleep tool for the baby	1		google reviews, sites to see if there are any recalls	
19802	because it's effective and useful	it's lovely and beautiful	1		from internet or my friends or it's list	from social media
20264	it looks like a great reliable product	it would be great for my cousin		1	great i enjoy it alot	it makes me want to buy it
20428	Looks interesting and comfortable for the baby	Fisher Price is a trusted brand		1	Amazon reviews	Friends and family
20461	good product	smart choice		1	the internet	social media
20462	because it make me good service	because it is very unique		1	WALMART	YES OBVIOUSLY

			Q50: Before buying a baby product like the one you examined, would you or wouldn't you try to get information about such baby products?			
Respondent ID	Q40: What makes you say that you (INSERT ANSWER FROM Q.30A/Q.30B)?	Q41: Any other reason or reasons why you (INSERT ANSWER FROM Q.30A/Q.30B)?	Q50A	Q50B	Q51: From where or from which source or sources would you try to get information about such baby products?	Q52: From where else or from which other source or sources, if at all, would you try to get information about such baby products?
20463	its attractive and nice	its helpful for me		1	onlin baby store	frome companies that work in baby products
20857	the brand and the functionality	no sir		1	i would search at google or the manufacturer web site	nothing comes to my mind right now
20927	Baby product.	Nothing.	2			
20966	thus product is good	because the product is very good		1	google	google
21121	It really depends on the quality for the price. If the other one I am looking at is the same price, it will come down to which one has more features and looks to be more secure.			1	The internet. I would search for recalls on the product first.	Other parents that have this product or products similar to this one.
21155	It is competitive	It is comfortable		1	Websites Social media	Friend and Family
21244	because ti looks convenient and comfortable for the baby	it would occupy the baby from my arms	1		probably search engines or website reviews	Amazon reviews or in store
21586	Is a excellent product, very attractive for my child	The price is excellent	1		Blogs on internet, social media and family and friend's	Publicity on markets
21626	it would be a very useful product to have	no other reasons		1	I would get information online	in the store
21720	SFAE AND COMFORTABLE	GREAT VALUE		1	SOCIAL MEDIA	BRAND WETSITE
21724	it would be very useful	no other reasons		1	I would check online places and reviews	in the store
21881	comfort	no	1		google	google friends and family
21886	The washable seating is necessary in the case of accidents.			1	Reviews from parents, reddit, instagram, youtube	
21901	It looks very safe for my child	It looks nice.	1		Google.	Reddit
21922	It looks very versatile for babies but im not sure to buy it cause i dont know the price	Probably if my baby is too small or the size is not suitable	1		Online or go into retail stores. Maybe ask some friends too	Probably also from magazines or tv
21927	BECAUSE IT IS VERY AMAZING	IT IS VERY GOOD	1		BRANDED SURVEYS	YOUTUPE
21931	i like the sixe, the comfort pillow, it rocks,nice and easy portable, good color,washable	great brand, looks good quality		1	online,brand website, online sotres, in sotres	talk to friends, see what they think of it
21936	good product	i liked this product		1	social media	friends or family
21946	Because it is safe, beautiful and comfortable	it is very easy to use	1		amazon , walmart	amazon
21968	I didn't see any music features or toy features to be hung up to stimulate the baby.	my neice may already have one	1		Most likely a google search which will probably lead to a childrens site like toys r us or something	Amazon
21981	i need it alot	i like it	1		from social media	maybe my frinds also

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22009	It is reliable brand, the function of vibration and automatic movement of thr product is interesting, it looks comfprtable, safe and easy to transport	Design	1		Websites of manufactures, wholesalers and stores, search engines on the web and visits to physical stores	online forum and testimonials from friends
22046	very nice	it is perfect	1		website	buy baby buy
22111	very good quality assurance that was need to be verify the bigges solve	very good quality assurance		1	very good products	productive and innovation
22149	It's like a product that's comforting for any infant	It comes with a rocking and music mode so this could be quit soothingly and calming for babies		1	The fisher price toys website	Contact the store where they are being sold via phone , twitter or messenger
22155	it would be very useful	no other reasons		1	online search engines	in the store
22164	it would be very useful	no other reasons	1		I would check online search engines	in the store
22210	it looks like a very comfortable and soft rocker for baby	i am a fan of fisher price brand	1		google reviews, youtube or social media	no where lese
22310	Overall it's a good brand and good product. It's definitely something I can see purchasing for my family.	I'd say that it looks safe and comfortable. These are the most important things.		1	Online google search. I don't have specific sites, I just go to google and do research and try to find legitimate reviews.	Product website reviews. I would read what the customers are saying and see if there's any downsides.
22316	it looks comfy for a baby and i trust the brand	no	2			
22326	It looks adorable and i like that it's not too bulky.	Would need to read reviews first.	1		online reviews, asking friends, consumer reports	
22335	It looks very comfortable	It's functions	1		Amazon reviews	Consumer reports
22350	looks comfortable	no		1	reviews of product	none other
22368	it is good	it is nice		1	google play	Amazon
22387	Because it is one of the best	I like this brand	1		I usually search on Internet	Google
22540	All the products are make me interesting.	Nothing.		1	Online search was help me to find this.	Amazone.
22616	like	great	1		online	huggies
22632	this product's description make more interested	none		1	on social media platform	i will search about this product on google and youtube
22637	USEFUL	FAVORABLE	1		FROM ONLINE	TARGET
22644	I like that it will hold my baby and protect its head	Price	1		YouTube	Website

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22659	I would have like to have seen this product with calming sounds as well, as I looked at the product , front and back , I did not see the feature, I would consider it more if it had a sound feature as well as vibration.	I want it to come with a sound feature and more items to keep the baby occupied , while in the chair	1		I would look on the manufacturer website and expert review sites to get more more in depth information on how the product is used and what other benefits this item has to offer that i did not read on the package itself.	I would look on google to see if there are other parenting groups that recommend the item as well.
22669	the product appears to be high quality	I liked		1	from google	from facebook
22685	It is very unique and comfortable.It also very safe	Because it is very unique and safe		1	Online	Brand websites
22696	Because I like it very much. It is innovative, easy-to-use, comfortable.	No	1		Google	The company's website
22738	It looks suiting for babies, also I saw it was made by fisher-price and I heard they make great baby toys, infering that they make good pampers for babies as well.	The advertising looked good too		1	I would either look it up on the internet and see reviews or ask a family/friend if they'd recommend these pampers.	Nothing else is a trustable source.
22771	I like this brand and the product look interesting.	No		1	Google search and social media.	Brand website.
22818	already have used a product like this	nice to have child rest/sleep near you	1		internet, google search, amazon	not sure
22832	Great service provided in this product for sure.	I think it could really help me and my family out.		1	I would go to the internet to find solutions here.	I would go to amazon to figure it out.
22856	Quality	Comfort		1	product website	Social Media
22907	It looks like a very high quality product and very good for the user to use so i would buy it	no	1		From the store and an online store or some friend	
22923	would be very soothing for any baby	love it	1		friends	family
22970	It's just what I need for my unborn child.	The best brand out there.		1	Internet general search	Brand website
22989	I have confidence in fisher brand	seen it at my sister's and soothes her baby to sleep		1	From the manufacturer's website, other user, and the shop attendant	customer reviews
22994	I love what it is, its so soft and cuddly, vibrates and inclines, would be a great gift for a new baby.	is made bu a brand that is known for quality.	1		amazon, or do a google search, try to get some reviews.	the product manufacturers website.

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23015	looks very premium product from Fisher Price. It's perfect for my baby. Has extra plush fabric for extra comfort and soothing.	extra plush fabric for extra comfort and soothing experience or my baby. made from a world class brand Fisher Price that means it's a high quality and long lasting product.		1	I would go to Google to search more information and would like to go to the Fisher Price's official webpage to explore more interesting features of this product.	I can go to Social media websites pages of the brand. I can look or more information on Facebook, Twitter, Tumblr and Tik Tok
23068	good offer for me	extra		1	websits	walmart
23267	This product looks very comfortable for the baby and might help the baby sleep.	The incline of this product would still let us interact with the baby while he or she is in the product.	1		I would look for online reviews or try to visit the product in-store at a store like Buy Buy Baby.	As a back up, you could visit a big box store like Walmart but the chances of finding someone knowledgeable about this product is slim.
23346	It is a baby crib that has a good brand and quality but I especially like how comfortable it is for my baby.	None in particular.	1		I would get product information in youtube reviews.	None...
23374	it would be a very useful item to have	no other reasons		1	I would check online search engines	in the store
23409	It seemed like the type of perfect gift for a baby. The parents would be happy to be receiving something they can actually put to use. The smile on the baby on the cover stood out to me a lot too.	It seems like the perfect gift for a baby shower or something for my own child.		1	I'd go on Amazon for prices and go on Google to check reviews for best recommended products for babies.	I'd want to see some in action on Youtube, but most of it would be found on search engines, reviews. Amazon isn't the best for reviews like it used to be so now I have to go to other sources.
23421	because this product is very useful too us and i like this product	yes this very great product and usefull		1	this is very get information about this baby product with google	this product website more get information about that
23647	it is a very appealing product to my baby	is very easy to use	1		i read all in the packgae	nothing else
23897	The Fisher Price brand name and the product itself	My baby would like this and benefit from it	1		Amazon, Walmart, Target	Google or from friends
23902	For your style	Quality		1	Friend and Family	people cualify
23921	I love how the product looks and the brand its made buy also the product seems safe	no not that I can think of		1	google.com and the brands website	nothing i can think of
23934	I am not sure what makes it stands out from their competors	No other reason.	1		Amazon.	No other place. Just look for reviews
23950	I could use this product for my new baby.	For my new baby		1	Google	reviews
23969	this product good for baby care	its better than othar	1		online and retailer shop	yes i prefar mostly online and baby care website
24035	it would be a very useful product to have	no other reasons		1	online search engines and reviews	in the store

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24047	it would be a very useful product	no other reasons	1		I would check online search engines	in the store
24063	it would be a very useful product to own	no other reasons		1	online search engines	in the store
24081	Because I love that it is inclined for the baby & doesn't lay he or she flat. I also like that it has vibrations.	It looks super comfy also.		1	Google. I would just type the question in google & view different websites and reviews that came up.	babylist.com & babygaga.com
24095	it would be a very useful product	no other reasons	1		online search engines	in the store
24111	Brand and product features.	No.		1	Form search engine and social media.	Nothing else.
24137	I like this brand and product but i have to compare between others brand and then i will buy	No		1	From youtube review and some friends opinion and product website	Baby Doctor
24256	Looks really comfortable for my child	Would fit my child		1	Online sources	Retailer websites
24374	LOOKS REALLY COMFORTABLE FOR MY CHILD	Looks really soothing	1		Retailer websites	amazon.com
24377	it would be a very useful product	no other reasons	1		online search engines	in the store
24833	IT IS GREAT LOOKS HIGH QUALITY AND MEETS MY NEEDS	IT IS HIGH QUALITY IT IS NEW IT MEETS MY NEEDS	1		GOOGEL OR YOUTUBE OR FACTORY WEBSITE	YOUTUBE
24834	it looks like a new and improved product.	I will use it.		3		
24838	may or may not buy it looks intresting depending on da price	if it was priced well prob		1	amazon/google	amazon / belk
24847	Fisher price baby product.	I needed the product.	1		Product Quality check.	Website
24865	BEcause its a useful product and i could see myself using it often			1	Google search	
24933	I like how it's soothing, close to the floor so I don't have to worry about the baby falling out of it, and it's quiet so will not disturb me or the baby while they are napping or just sitting in it.	Yes, I like the color and am familar with this brand so i trust them.	1		I would go to Amazon, and watch youtube videos to see how it works and how to use it.	facebook and the offical company website.
25063	I like the brand.	I like the design and the size.	1		Brand websites.	Amazon

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25069	It meets the needs of a colicky baby as well as providing a safe alternative to a swing.	It is neutral in color, so it will and can be used for both genders without feeling like it will need to be replaced.	1		I would check any recall lists for baby products. I also visit several parenting blogs and look at reviews of the product on two to three store websites. The last thing I do is ask any newer moms I know about a product and if they liked it.	Babycenter.com is a site I frequent. Also asking Facebook mommy groups.
25110	Will be convenient to me	something i always wanted to use		1	online revies , youtube videos	family recommendations
25114	Definitely would buy this product	The quality and design looks good		1	Source I try to get information such baby products on google	Google
25152	it is extra comfort soother. it looks like it will be such a beneficial tool for putting my baby to sleep	it would make scheduling his activities much easier		1	buybuybaby, mom blogs, retail websites	televisiion commercials, pediatricians, and trusted friends
25162	It is great, very unique and very high quality.	N/A	1		Friends and Family or online websites	N/A
25246	it looks premium in build quality and its fisher price	It would be comfortable for my baby		1	amazon.com reviews	walmart.com
25249	i make to tha definitely would buy this product .	this product is great good for babies .	1		im google walmet amazon for these products . all kinds of baby products are available here .	yes of course these are available from many shopping malls .
25293	it seems like a good product but I would need to do more research	nothing that I can from just looking at it's package		1	I would look online and on the product's website	maybe in stores
25300	Looks like it would be very comfortable for my child overall and provide support	Is made by a reputable brand name		1	Amazon and a google search with results from comparison websites	None
25316	i have a baby due in less than 3 months and would like to use something like this because it would be fun to use and also it would benefit us having more things	its from a great brand and they make quality products		1	google, and yahoo as well as manufacturer sites that would help me with this information	none
25358	This is something really good	I have nothing else to say	1		Reviews	Surfing the web
25364	Fisher Price is a reputable and popular brand.	It's safe and highly recommended for kids.		1	Social media, parents, and television commercials.	radio and pediatricians.
25373	good quality product from reputable brand	superior comfort for baby	1		amazon and fisher price	youtube and facebook
25383	its a well known good brand and i seems like it would be useful	no more reason	1		i would search on google and look up reviews on youtube	i would search on stores website to read reviews
25388	It looks really good	It seems like its high quality		3		

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25391	OVERALL THIS IS A REALLY AWESOME BRAND AND COMPANY WOULD LOVE TO CONSIDER SOMETIME IN THE NEAR POSSIBLE FUTURE	GREAT BRAND AND COMPANY OVERALL HAS SOME REALLY GREAT PRODUCTS WOULD CONSIDER IN THE NEAR POSSIBLE FUTURE		1	AMAZON	WALMART
25395	looks very comfy for my baby	It must be great value of my money		1	online research	retailer websites
25401	because this product is very different and comfortable	because extra plush fabrics	1		the nutrition source	nemours kids health
25406	My child choose this product.	No other reason.	1		Mostly I collect information from online marketplace.	Nothing else here.
25676	It is nice.	No other reasons.	1		I would go to Google.	Bing
25681	Unique and special to me	Innovative and modern	1		Online stores and google	Brand's websites
26274	Because it is an excellent product for my child and very comfortable, I think	Quality and medium value for money	1		From the internet or from target	Amazon or Walmart
26320	everything	its quality	1		amazon	target
26536	I like how it rocks on its own.	I like to try new things.	1		Amazon	
26539	its in product excellent	its i lovee the product		2		
26541	It's innovative and my child will like it	None	1		Google	Retailer website

	Q60: Have you or haven't you heard or read about any issue or issues involving baby products such as the product that you examined earlier?			
Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
463588154		2		
463595625		1	babys being trampled by such products in the past	why with the 2 boxes? no
463620518		2		
463634653		1	It was pixelated	None
463635235	2			
463647586	2			
463648827		1	I had not heard about any issues recently	Nothing at all
463651137	2			
463694021		1	nothing	no other issue
463734225	2			
463776219	1		it could be a great performance too	anything at all
463913211	2			
464024164		2		
464053891		1	soo much dry	soo much clean
464057400	1		none	none
464132593		1	very important issue	very involving to baby
464165719	2			
464459806		2		
464485480		2		
464729777		2		
464769300	2			
464786445	1		all of it awesome	nice of all
464803122	2			
464912243		2		

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Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
464913196	2			
464913417	1		Smothering hazard.	Choking hazard
464914305	1		I have read that rock n plays were being recalled due to many deaths of infants while using this product.	none
464914926	2			
464915367		1	low quality product	no
464918061	2			
464997625	3			
465125276	2			
465140922		2		
465176763		2		
465187303	2			
465450557	2			
465813546		2		
466083390		2		
466140023	2			
466523254		1	All examined	no more
466534831		1	none	none
466736724		2		

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Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
466814734	2			
466881415	1		the baby tipping out of it	the baby getting hurt when falling out
466916588		2		
466953572	2			
467057176		2		
60		1	comfort and safety	no issues
68		2		
69	2			
71	2			
104	2			
151		1	its very good for babies	that's all
332	1		Nothing to say about this	Nothing to say about this
358		1	None, I had no issues.	Nope
370	2			
431		1	I have heard of babies suffocating	
432		2		
448		2		
453		1	any	anything at all

	Q60: Have you or haven't you heard or read about any issue or issues involving baby products such as the product that you examined earlier?			
Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
464		2		
493		2		
586	2			
603		2		
605		2		
623	2			
647		2		
652		2		
702	2			
710	2			
828	1		none	none
991	1		baby diapers and clothing and such these modern technology	about baby comfort zone products
1437		1	Price is to high	I do not remember
1558		2		
1571	2			
1592		2		
1607	2			
1624	1		Safety issues and item defects	None

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1649	2			
1668		2		
1674	2			
1680	2			
1685		2		
1698		2		
1711	2			
1759		2		
1816		1	I haven't had any problems	I haven't had any problems
1849		1	none	no
1894	2			
1905	2			
1949	2			
1955		2		

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Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
1984		2		
2005	2			
2075		2		
2263	2			
2269	2			
2276	1		CONSUMER REPORTS	NO
2319	2			
2335		2		
2342	1		none	none
2356		2		
2682		1	none	none
2694		2		
2775	2			

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Respondent ID	Q60A	Q60B	Q61: What issue or issues have you heard or read about involving baby products such as the product that you examined earlier?	Q62: Any other issue or issues that you have heard or read about involving baby products such as the product that you examined earlier?
2816		2		
2905	3			
2973	2			
3004		2		
3500		2		
3542		1	The Graco Rock and play's were recalled due to parents stupidity. If they had been supervising their babies or had them strapped in right, their babies would still be alive. Complete user error	Just the issue previously stated
3600	2			
3766	2			
4192	2			
4324	2			
4612		2		
4753		1	how it works ffr the baby	na
4857	2			
5123		2		

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5165		2		
5182	2			
5258	2			
5283	1		cannot recall but there was a similar product recalled because of safety issues	none
5327	2			
5339		2		
5340		2		
5343	2			
5349	2			
5633	1		social media	none
5652	2			
5745	2			
6337		3		

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6736		2		
6973		2		
7495	2			
7526		1	nothing	None
7543		2		
7756		1	some benefit and useful	comfort
8086		1	nothing one	none
8189	2			
8203		1	Infant suffocation	None
8224	2			
8233		1	i had no issues	no issues were found
8254	2			
8258	2			
8450		2		
8461		2		
8470	2			
8614	1		IT IS SAFE AND GOOD FOR BABY	NONE
8845	2			

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8878	2			
9016	2			
9356		2		
9373	2			
9395		1	it is good	different
9443		2		
9971		2		
10000		1	some of the big issue	some specific issue that involving baby product
10002		2		
10462		2		
10513	1		the price was a bit than i spect	was a really good qualityh
10924	1		through online ads	None
10963		2		
10995	1		nothing	nothing
11016	2			
11021		2		
11092	2			
11221		1	it was nice and detailed	it was awesome
11259		1	no i don't see any problem with this product.	this product is very soft and high quality.
11267		2		

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11279		2		
11295	2			
11394		2		
11397		2		
11551	2			
11553		2		
11555	2			
11561	2			
11571	1		that they may be hazardous	no
11573		1	good quality and product	no other issues
11586	1		No !	
11588		2		
11603		2		
11606	1		There were some safety issues associated with it.	None other.

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11653		2		
11678		1	The safety of the product and whether a baby is secure enough in the product	No
12146	1		no problem, that is very necessary for a baby	no other problem
12279		2		
12310		2		
12313	2			
12317	2			
12319		2		
12322	2			

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12376	1		Whether the products used by infants conform to national safety standards, such as baby pacifiers.	
12409		2		
12475		2		
14224		2		
14507		2		
14557		2		
14566		2		
14665		2		
15040	1		no issues	no issues
15077		2		
15079	2			
15183		2		
15218	2			
15249		2		

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15281		1	none	
15710	2			
15953		1	Sustain ability and comfort ability	duribility
16007	1		the product is very nice by the people they say it's very nice and they like it a lot	the main reason they like it cause they can know how better it is
16171		1	great quality	nothing
16765		2		
17458		2		
17963		2		
17971	2			
17983		1	I was looking for specific baby toy.	no
17991	1		ACCESSORIES, TOYS , PRODUCTS	NOTHING
18008		1	in passing	no
18071		2		
18106	2			
18269	2			
18382		1	all things very positives	the good things
18647		2		
18815	2			
18845		2		
18856	1		This car seat feels very sturdy and has some of the best safety ratings! Baby was comfortable in it since day one and still uses it now at 16 months. The only downside is that it is heavier than many other car seats out there	none
18874		1	no think	no tgink

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18905	1		An issue Fisher Price had regarding recalling of the newborn rock'n play Sleeper due to reports of deaths.	I read an article that it was hard work to remove it from the market. Even after 30 deaths were reported. Babies turning over while unrestrained or under other circumstances. I also read how the company did not do any safety test.
19394	2			
19414	2			
19455		2		
19461	2			
19482		2		
19488		2		
19509	1		I have read that babies fall out or the whole product will fall over	
19802	1		it's small expensive	nothing
20264		2		
20428		2		
20461		2		
20462		1	ENVIRONMENT ISSUE	POLITICAL ISSUES

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20463		1	baby shampo	baby store
20857		2		
20927	2			
20966		1	no issue	no issue
21121		3		
21155		2		
21244	2			
21586	2			
21626		2		
21720		1	NOT SAFE FOR BABY	BABY BE HURTED
21724		2		
21881	1		breaking or giving out	
21886		2		
21901	2			
21922	2			
21927	1		BABY CARRIERS	CRIBS
21931		2		
21936		1	nothing	no other issue
21946	1		There is no problem except the possibility of the child falling	There is no problem except the possibility of the child falling
21968	2			
21981	1		not sure	none

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22009	2			
22046	2			
22111		1	wear and tear to some parts	partsvery good quality assurance
22149		2		
22155		2		
22164	2			
22210	2			
22310		1	I've heard of some of them not being safe. I don't have the specifics. Not this exact product, just ones like it.	I have not heard any other issues, just generally that you have to be careful and look out for recalls.
22316	2			
22326	2			
22335	3			
22350		2		
22368		2		
22387	2			
22540		2		
22616	2			
22632		1	it was reliable	none
22637	1		UNHEALTHY	UNCOMFORTABLE
22644	2			

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22659	2			
22669		2		
22685		2		
22696	2			
22738		2		
22771		2		
22818	2			
22832		2		
22856		1	New product	Popularity
22907	2			
22923	1		unsure	none
22970		2		
22989		2		
22994	2			

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23015		2		
23068		1	material	non
23267	2			
23346	2			
23374		2		
23409		2		
23421		1	yes this very need issues have heard about that	this very usefull that so about this involing
23647	1		the main issue is the weight of my baby	nothing more
23897	1		No issues with the product, just product information	No other issues
23902		2		
23921		2		
23934	2			
23950		2		
23969	1		its uniqe and diffarent type baby care products for me	no
24035		2		

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24047	2			
24063		2		
24081		3		
24095	2			
24111		1	There was no issue.	Nothing.
24137		2		
24256		1	ITs from a great brand	ITs very appealing
24374	1		Its from a great brand	great value of money
24377	2			
24833	2			
24834		2		
24838		2		
24847	2			
24865		2		
24933	2			
25063	2			

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25069	2			
25110		2		
25114		2		
25152		2		
25162	2			
25246		2		
25249	1		the product i tested earlier has some problem such as liability problem .	yeah al that sounds pretty crap to me . look like bt aint for me .
25293		2		
25300		2		
25316		2		
25358	2			
25364		1	Choking hazards for babies 0-3 months of age.	No, nothing in particular.
25373	2			
25383	2			
25388		3		

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25391		2		
25395		1	online ads	Nothing else
25401	2			
25406	1		I say about detail of product.	No other issue.
25676	2			
25681	2			
26274	1		The promoters of special products for children have only convinced themselves of another product	no. he is a great
26320	1		great	no
26536	2			
26539		2		
26541	2			